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## Eco-Cycle's Mission:

We believe in individual and community action to transform society's throw-away ethic into environmentally responsible stewardship.

Our mission is to provide publicly-accountable recycling, conservation and education services, and to identify, explore and demonstrate the emerging frontiers of sustainable resource management.

Reduce • Reuse • Recycle

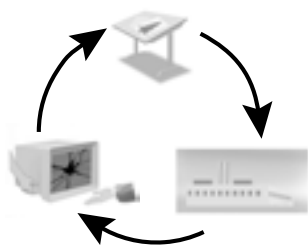
## It Takes a Village to Build a Zero Waste Community

by Eric Lombardi and Marti Matsch

We at Eco-Cycle are often asked whether the term "Zero Waste" is just another way of saying, "Let's recycle everything!" It is not the same and the difference is critical to the success of the movement. A Zero Waste society does, of course, include "total recycling," or as we like to say, "Resource Recovery Infrastructure," but recycling alone won't get us the clean and healthy communities we all desire, and consumers alone cannot begin to make these communities a reality.

The full Zero Waste system goes beyond recycling with four defining elements: **Extended Producer Responsibility, Changing the Rules, Resource Recovery Infrastructure, and Purchaser Power.** The primary responsibility for each element is held by one of the sectors of our community – government, business, or consumers – and it is our goal at Eco-Cycle to partner with each sector to help put the pieces of Zero Waste together.

### Extended Producer Responsibility



The most important, defining new idea, and the critical role the business sector plays in a Zero Waste community, is **Extended Producer Responsibility (EPR)**. EPR holds a producer—the manufacturer, importer or retailer—responsible for the total life-cycle of their product or packaging, from design to production to discard. Through EPR, manufacturers design their products for the environment, not the dump, use clean, non-toxic production methods, and either take back their product themselves at the end of its useful life, or support an infrastructure that does.

turers design their products for the environment, not the dump, use clean, non-toxic production methods, and either take back their product themselves at the end of its useful life, or support an infrastructure that does.

Imagine if industry were liable for the expense of responsibly managing all the "waste" their products created. It has actually happened that way in a couple rare instances, sometimes by legislation, sometimes by voluntary action, and surprise, surprise, the product was redesigned by the producer to be less toxic and more easily recycled, reused or composted because these changes turned out to be more cost-effective. The challenge is that, in today's world, society pays the trash and production clean-up bill and industry has no incentive to factor end-of-life waste management costs into their financial calculations, thus artificially making the more wasteful product designs and production methods the most cost effective.

### Changing the Rules



That's why we need to take action by **Changing the Rules.** Here government at all levels can help create the incentives needed for industry to change its ways. Politics and public policy are our opportunity as the village dwellers to influence how industry and the market forces behave themselves in a civil society. Since the dawn of government, politicians have been making laws and changing the rules of the profit game in every state

house and city hall, which, until now, have grossly favored polluting and wasteful practices. It is time to change the status quo.

As the voices of Zero Waste grow louder and stronger, it is time for our elected leaders to respond by creating the regulations and financial incentives necessary to grow a Zero Waste society. We know technologically how to bring an end to the destruction of our dwindling natural resource base and avoid burying and burning our waste. The challenge now is the politics of the transition.

*Continued on page 6*

## City's Plans Put the Community on the Zero Waste Map

by Marti Matsch

The city of Boulder has a long tradition of thinking strategically about the future it envisions and leading the way toward responsible environmental policy. It makes sense, then, that the city of Boulder is adding its name to the list of communities working toward Zero Waste and formulating a detailed budget and plan for how to get there. Communities like San Francisco, Seattle, and most recently Colorado's own Summit County have all made headlines for their Zero Waste goals and plans. It may soon be our turn in the city of Boulder to make headlines by joining other Zero Waste community leaders.

The city has already established a 50% waste reduction goal. But at the May 25, 2004 City Council Study Session, staff was asked to create a plan for a larger vision with options for increasing the city's waste reduction beyond 50% to 60%, 70%, and even to 85%—Zero Waste or darn near.

City staff pulled together stakeholders throughout the community, including Eco-Cycle, to formulate a draft Master Plan for Waste Reduction (MPWR). This roadmap to Zero Waste creates a framework for making strategic decisions about waste reduction programs and funding opportunities that can help our community meet these goals.

City staff came up with three scenarios for the public and Council to consider: a Current Plan, reaching 60% diversion by December 2007, an Action Plan to reach 70% landfill diversion by 2012, and a Vision Plan to achieve 85% landfill diversion by 2017, one of the most progressive visions being proposed by a local government nationwide.



Zero, My Hero

*The city of Boulder goes for zero with its new Master Plan for Waste Reduction.*

### Current Plan: 60% by December 2007

The Current Plan is based solely upon the revenue the city expects to receive from the current Trash Tax. The plan proposes measures such as single-stream recycling at the Boulder County Recycling Center that would enable recyclers to mix together all their recyclables in one bin. This would allow the city to adopt a program similar to San Francisco's "Fantastic Three" program, which is proving successful in bringing that city closer to Zero Waste. In the Fantastic Three program, recyclables are all collected

## Take Action!

**Before going to City Council, the draft MPWR will go through a public input process and the city wants to get your feedback! See below for your opportunity to voice your opinions:**

### Open House:

**October 18th: 4-6 p.m., 1777 Broadway, Municipal Building Lobby**

### Business Focus Groups:

**October 11th: 8:30-9:30 a.m.**

**Municipal Building meeting room behind the information desk; Breakfast provided, RSVP to Marna Hibberd at 303-441-4204.**

**October 20th: 12-1 p.m.**

**Municipal Building meeting room behind the information desk; Breakfast provided, RSVP to Marna Hibberd at 303-441-4204.**

**Residents can also comment at MPWR traveling displays. For more information, visit [www.environmentalaffairs.com](http://www.environmentalaffairs.com).**

in one bin (in a single stream), creating an efficient collection system that allows another bin to be placed at the curb for residential yard and food waste collection. If your recyclables are all collected in one bin and your biodegradable materials in another, you'll barely have a need for that third bin, the trash can!

Commercial food waste collection, construction and demolition debris recycling, and a ban on landfilling electronic equipment are also included under the Current Plan scenario.

### Action Plan: 70% by December 2012

The Action Plan spells out how the city could invest in waste reduction if additional revenue becomes available. It includes minimum levels of recycling for multi-family units, an increase in the Trash Tax for businesses, a fine for improper electronics disposal, and a recycling goal for the commercial sector, which accounts for more than 50% of our waste stream.

### Vision Plan: 85% by December 2017

The city's most progressive proposal, the Vision Plan, is a collection of strategies that moves the city and the community toward a

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# Director's Corner



**Eric Lombardi**  
Executive Director

*Our Eco-Cycle International work has taken me on the road a lot in the past few months, and I've brought home some presents for us all.*

This issue of the *Eco-Cycle Times* was printed by our Partner for Responsible Recycling, the Daily Camera, on 100% post-consumer recycled newspaper.

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## Eco-Cycle On The Islands: Ireland, England and Maui

Through Eco-Cycle's newest project, Eco-Cycle International, staff is traveling the world to both bring home the latest and greatest Zero Waste ideas from around the globe, and to bring our unique expertise to those in need. Our Eco-Cycle International work has taken me on the road a lot in the past few months, and I've brought home some presents for us all.

### Composting in Ireland

I found a four-leaf clover in Ireland, and it came in the form of the perfect food composting system for Boulder County. For years, Eco-Cycle staff has been researching the technological options for converting large amounts of food waste back into soil, and the vision all came together on the Emerald Isle.

In Ireland, the cost to landfill is \$150 per ton (more than ten times our \$10 to \$15/ton rate at local landfills). The "recycling tax" on garbage in Ireland is over \$20/ton (117 times as much as the 17 cents per ton collected by our state government). And then there's the government's legal obligation from the European Union to radically reduce the amount of untreated biodegradable waste going into landfills by the year 2016 (as compared to no federal requirements to reduce landfilling in the U.S.). The sum of all these factors is Ireland getting serious about reducing their landfilling rates, and composting has been one of their primary tactics.

My friend Craig, a long time composting pioneer in America and one of the original founders of the Master Composter Program, moved to Ireland four years ago to head up a composting company because he wanted to go where the action was. In Ireland, Craig found local and national governments to be financially serious about their responsibility to reduce landfilling rates. Over the last four years he has had the resources and support needed to build his dreams and push the envelope of food composting knowledge and technology. I plan to bring Craig back home as a consultant to help us and Boulder County implement his innovative technology and take the next big step forward in composting.

### Resource Recovery Parks in England

In England, I joined an international consulting team designing a resource recovery park for the Waveney District. A resource

recovery park is the next big idea for Boulder County, but no one in America is building one yet – so I too have to go where the action is. A resource recovery park is designed to take ALL kinds of waste and turn it back into products—it is what you build if you don't want to bury or burn your trash. The resource recovery park is the cornerstone of the Zero Waste society, and I am privileged to help design one of the first in the world. A resource recovery park for Boulder County would be a huge leap toward Zero Waste, and it doesn't have to be far off in the future. We just need some land, some cash and some enlightened government leadership, and Eco-Cycle will be ready to build this field of dreams here at home.

### Consulting in Maui

My pursuit of Zero Waste also took me to Maui, where Eco-Cycle Director of Operations, Jerry Martin, and I were hired to do two things: (1) design a new recycling facility for Maui County, and (2) get the public officials, the community and local businesses on board with the idea that tax dollars should be spent to build it. Our visit to this beautiful island made front page news as the community geared up for its new vision.

All around the world, citizens and governments are seeking alternatives to burying or burning their trash. It's no longer a technological problem since we now know how to process and convert nearly everything back into useful products for society. The challenge now is political leadership, especially in the U.S. where large trash companies can throw their money around to get their way. It's also a financial challenge, since giant investments in the throwaway society have already been made (in landfills and incinerators) and it's tough to beat this "cheap" rate of disposal. The fallacy is that our children are going to be stuck with the bill for cleaning up the poisoned groundwater under nearly every landfill in operation today.

Eco-Cycle International is quickly becoming a global consulting service and an exciting conduit to finding the best technologies and practices that will help make our community a model for Zero Waste. If you know anyone around the world in need of help developing their local recycling program or interested in developing a Zero Waste system, give me a call... especially if they live on an island. ♻️

## Vote Yes on 1A

### Make Boulder County a Leader in Energy Conservation, Renewable Energy and Resource Conservation

As a nonprofit, it is rare that Eco-Cycle commits staff time and financial resources to a political campaign on a public issue, and of course we're not allowed to endorse an individual's campaign. When we do dip our toes into politics, it is because our board of directors and staff believe the success of the issue is vital to our community and to our mission. This is why Eco-Cycle is proud to be part of the effort to pass Ballot Issue 1A in November 2005 and why we encourage others who would like our community to be a leader in renewable energy, energy efficiency and waste reduction to join us.

**YES ☒ 1A**  
**Preserve our services.**  
**Protect our county.**

Boulder County Referendum 1A will alleviate the fiscal constraints imposed by TABOR upon our county leaders and allow them to implement their forward-thinking plan to invest in the environmental health of our community over the next three years. The referendum supports energy conservation, renewable energy, and progressive waste reduction to help us move toward Zero Waste and to make our community a model for environmental sustainability. Referendum 1A also secures funding to strengthen our human services program, public safety, and other critical infrastructure. Referendum 1A does not repeal TABOR, but instead fixes its unintended consequences. TABOR will still require voter approval of any new taxes or tax rate increases.

For those newer citizens of the state, TABOR (Taxpayer Bill of Rights) was passed back in 1992 to limit how much revenue a state or local government can collect and how much it can spend. Unfortunately it also prevents a community from recovering after an economic downturn. While most

states operate with some tax or spending limits, TABOR is the nation's most restrictive limit, and has seriously affected our county's ability to keep up with the increasing demand for and costs of basic services. In 1992, Boulder County voters rejected the TABOR measure, but because of its statewide passage, TABOR was imposed on our community.

Voters across the state will also decide TABOR limits through Referenda C&D. Referenda C&D do not affect Boulder County's budget as it is a separate and distinct budget. We need Boulder County Ballot Issue 1A to prevent drastic cuts to our own, local Boulder County services. The ballot issue asks voters to permanently exempt county tax revenues from the TABOR revenue limits, with no increase in the tax rate beyond the approved property tax rate limit.

The majority of communities in Colorado have already passed similar measures. Of the state's 271 municipalities, 241 have placed a measure like 1A on their ballots, with an 88 percent rate of passage.

Boulder County has defined itself as a community of conscious and concerned citizens who want to live according to their social and environmental ethics. Since 1992, TABOR has restricted our abilities to do so. This election is our opportunity to lift that restriction and vote for our community to be an environmental leader. Please join Eco-Cycle in supporting this campaign and this exciting vision for Boulder County. ♻️

## Take Action!

**You can support Referendum 1A and the county's effort to become a leader in renewable energy, efficient energy use, and resource conservation by:**

- Voting YES on November 8th
- Supporting the campaign with your time and money.

**Go to [www.yeson1A.org](http://www.yeson1A.org) to get involved.**



# Boulder Farmers' Market: A Zero Waste Model for the Nation

by Dan Matsch

What would it be like to live in a Zero Waste community? If you visited the Boulder Farmers' Market during 2005, you already know. You've experienced what it's like when everything you buy is recyclable, reusable, or compostable and designed for minimum resource use. You saw a world without trash bins, only recycling and compost bins. And while you shopped there this season, you became part of a revolutionary new project: the first ongoing Zero Waste event in the nation, designed to demonstrate Zero Waste in action and to serve as a model for communities redesigning their systems for Zero Waste. Not bad for a Saturday morning outing.

Thanks to a partnership between Eco-Cycle and the Boulder Farmers' Market, and to the diligent efforts of participants like YOU, we have provided living proof that the four components of the Zero Waste system can come together in a microcosm community like the Farmers' Market.

## Zero Waste Step #1: Changing the Rules

The rule-makers at the Farmers' Market are the market members themselves. With Eco-Cycle's help, the market members determined reasonable alternatives existed to the sources of trash at the market. Prior to the start of this season, they simply added a rule that all participants who had previously generated trash at the market (consisting almost entirely of food containers and packaging) must work with Eco-Cycle to come up with compostable or recyclable alternatives.

Right now, our society is hard-wired for trash. Unless you're an eco-saint or a hermit, you're producing it every day. But what if one day we all woke up to the

fact that we'll need those finite resources again at some point, and we changed the rules to favor resource conservation instead of resource destruction? The Farmers' Market demonstrates how simple this could be.

## Zero Waste Step #2: Extended Producer Responsibility (EPR)

In our Zero Waste microcosm at the Farmers' Market, the food vendors are the "manufacturers" whose products formerly created waste. Their incentive to change (beyond the new rule) was a promise from Eco-Cycle to supply compostable cups, plates, utensils, and even straws at the same cost they had been paying for the plastic versions. Some of these new products look exactly like the plastic ones you're used to, but they are made from corn starch. It feels strange to throw a clear drink cup into the compost, but don't worry – if you got it at the market, it's compostable!

Imagine product manufacturers had a strong incentive to eliminate all waste involved with their product. They would design for maximum reuse and recycling and recover their product at the end of its useful life. With the right assignment of responsibility and incentives, manufacturers would quickly find solutions to most of the waste problems that plague us today.

## Zero Waste Step #3: Purchaser Power

This is where Zero Waste really gets cooking. The greatest force that can move government and industry to change toward Zero Waste is Purchaser Power. Your money is your power – share it only with your Zero Waste friends!

We're all familiar with how consumer demand works to lower the price and improve the availability of a new product or technology. Much of the compostable food packaging we're using at the Farmers' Market is either new or only recently available in the U.S. New city-wide residential and commercial composting programs in San Francisco, Seattle, and elsewhere have spurred rapid growth in this new industry and resulted in a wider variety of compostable products. Our local program benefits from and enhances this growth as new products become available and prices become competitive with plastic and plastic-coated

*Continued on page 6*



Vendors at the Boulder Farmers' Market serve up food in compostable trays and provide customers with biodegradable cornstarch cutlery. Even the clear cups and straws found at the market are compostable!

## Thank You Boulder Water Conservation Office!

Eco-Cycle extends a huge "thank you" to the Boulder Water Conservation Office for helping us get the word out this growing season about the benefits of our compost tea, Microbe Brew. Since April 2005, the Office has graciously offered a 50% rebate to city of Boulder customers purchasing the tea.

The office offered the rebate to encourage you to try the compost tea on your lawns and gardens and experience firsthand the tea's ability to conserve water by binding water molecules to soil particles and to reduce evaporation, among its many other benefits.

Eco-Cycle will be back at the Boulder Farmers' Market in early April '06 with Microbe Brew – look for us then! To learn more about water conservation and water pollution prevention, visit the Water Conservation Office website at [www.bouldersaveswater.net](http://www.bouldersaveswater.net).



## Award-winning Efforts

Eco-Cycle and the Boulder Farmers' Market received the 2005 NOVA Environment Award from the Community Foundation Serving Boulder County. The award highlighted both organizations' involvement in putting together the first Zero Waste Farmers' Market in the country.

# COMING NOVEMBER 2005: CHaRM's New Material— #6 White Block Foam (psst... that's "Styrofoam!")

by Dan Matsch

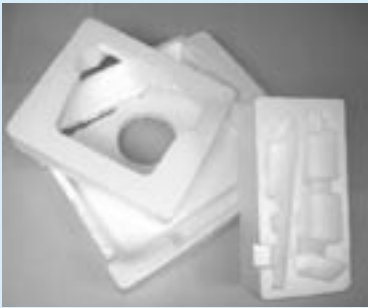
To get to Zero Waste, we need to create a **Resource Recovery Infrastructure** that goes well beyond the collection of traditional recyclables. The Eco-Cycle/City of Boulder Center for Hard-to-Recycle Materials (CHaRM) was created as an essential element of a Zero Waste community. It's the first center of its kind, designed to eventually become a one-stop drop location for all materials in the solid waste stream that do not fall under the categories of traditional recyclables (containers and paper products) or compostables. Every year we move closer to that goal by adding at least one new material at the CHaRM.

What's been the most requested material to add at the CHaRM? Now that we recycle plastic bags, the answer has been resoundingly, "Styrofoam." Well, guess what? The long-anticipated date is almost here! To celebrate the CHaRM's 4th birthday, we are happy to announce we are adding white block foam to the list of materials accepted daily at the Center, starting on November 14th. We know you're excited right now, but please take a moment to regain your composure so you can read on, take a look at the guidelines to the right and make sure you know what we're looking for.

## What's in a name?

Okay, ready for the catch? In addition to the challenge we always face when adding a new material - assuring a stable market for it – we'll need to get used to new terminology as well. "Styrofoam" is a trademark of Dow Chemical Company, and it actually refers to the blue foam insulation used around building foundations. The stuff we can accept, beginning on November 14th, is the white block foam used to package products like computers and televisions and imprinted (usually) with #6 inside the chasing arrows recycling symbol. We can also accept rigid white foam insulating material. Officially, we'll be calling both "#6 white block foam." We will NOT accept any other type of foam packaging or containers.

You're probably aware that we have run several block foam special collections recently in Boulder, Louisville, and Longmont. We ran these events to gain first-hand experience collecting and recycling a new material before we opened up the floodgates to the public.



## Yes, we can accept:

- #6 Clean white block foam (typically used to pack computers, TVs, wine, etc.)
- Rigid white foam insulation



## No, we cannot accept:

- Food-grade foam (to-go containers, meat trays, disposable cups, etc.)
- Packing peanuts\*
- Bubble wrap\*
- Any foam other than #6
- Foam with tape or moisture

\*Packing peanuts and bubble wrap are usually accepted for reuse at packaging stores. Call your local store or visit [www.ecocycle.org/htrg](http://www.ecocycle.org/htrg) for a list of locations. We do not know of any local recycling options for food-grade foam.

## What will it become?

Block foam is challenging to recycle because of the very characteristic that makes it such a popular packaging medium – its strength to weight ratio. The foam is so light because it's mostly air, which makes for great cushioning while minimizing shipping costs. Compressing the foam to reduce the air volume

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# Eco-Cycle's Partners for Responsible Recycling: The Daily Camera and ListenUp

by Marti Matsch

To go beyond recycling to a truly revolutionary shift in environmental conservation and societal planning, we need the most exciting and important piece of the Zero Waste puzzle: **Extended Producer Responsibility (EPR)**. Rather than allowing producers to create products that put the costs for processing cleanup, discard, and health impacts on the taxpayer, EPR holds producers, manufacturers, importers and retailers responsible for the total life-cycle of their product or packaging—from design to production to discard.



In the European Union, the EPR movement is being forged in the legislative halls, where regulations are being written to hold manufacturers responsible for the full environmental impacts of their products. In the U.S., where federal legislation is far less likely, we are working to create a successful model where manufacturers and retailers voluntarily partner with programs like Eco-Cycle's.

Thirty years ago, at the beginning of the recycling revolution, common citizens seized the opportunity to take positive actions on a daily basis and be part of the solution to curb environmental degradation. It happened because people voluntarily came to the understanding that they

have the ability and responsibility to live a less wasteful lifestyle.

Now we stand on the edge of a new revolution where business has a responsibility to make money without sacrificing and decimating our environmental support systems. Is it possible for environmental responsibility and capitalism to go together? Yes, and we have two companies here in Boulder County who are proving it to the world.

The Daily Camera and ListenUp have joined Eco-Cycle through our unique Partners for Responsible Recycling (PRR) program. These two businesses understand that they are the source of a specific waste flow in our community, and as responsible community members, they have partnered with Eco-Cycle to help create a recycling opportunity for these materials at the Eco-Cycle/City of Boulder Center for Hard-to-Recycle Materials (CHaRM).

Taking responsibility as the largest local generator of plastic newspaper sleeves,

the Daily Camera partnered with Eco-Cycle to financially support the creation of a plastic bag recycling program. Instead of just adding to the waste pile and turning the other way, the Daily Camera turned their community liability into something positive: plastic lumber, an amazing, durable product that replaces traditional lumber in the construction of outdoor decking. The Daily Camera has embraced this responsibility voluntarily even though it costs them money.

Our other community star is ListenUp, a local retailer of high-quality home entertainment systems. Recognizing electronics are a significant and toxic part of our community's waste stream, ListenUp became a PRR to help reduce our waste and protect our local environment. In addition to being a financial sponsor of the CHaRM, ListenUp will give you a coupon that they paid for every time you buy something at their store. The coupon lets you recycle an electronic product at the CHaRM. They also reward any citizen who recycles electronic scrap at the CHaRM with a coupon worth \$50 off at their store. It's a creative partnership to generate less waste and keep toxins out of our water and soils.

As we continue to create more recycling solutions for hard-to-recycle materials, we need more business partners to join us in keeping their products out of the landfill. We'll be looking for local grocery stores to join the Daily Camera as supporters of the plastic bag program, for more electronic manufacturers and retailers to join ranks with ListenUp for our electronics recycling program, for clothing stores to support our textile recycling program, and for partners for our book, cell phone, shoes, printer cartridges, and our latest recycling program: block foam packaging (commonly referred to as Styrofoam). If you own or work for a company that wants to do the responsible thing with the products it generates, we ask you to join us as a Partner for Responsible Recycling to keep these resources out of the landfill and help fulfill one of our responsibilities to future generations. ♻️

## Take Action!

**We need your help in getting more businesses on board! Please spread the word about Eco-Cycle's Partners for Responsible Recycling program and encourage local retailers and manufacturers to join us in our Zero Waste efforts. Contact CHaRM Manager Dan Matsch for more details: 303-444-6634.**

## Green Star Schools Enter Phase II

by Erin English



*Students and staff at Horizons K-8 are working together to reduce the amount of trash they generate. Head Custodian Rocky Kehn is pictured here emptying students' lunchtime waste into the compost bin.*

Eco-Cycle's partnerships with local schools are hugely important because it's crucial for the next generation to understand and build upon all the great work that's being done in the Zero Waste community. Students at four Boulder schools, in particular, are doing more than just understanding Zero Waste – they're setting an example for schools across the nation. Phase II of the Green Star Schools pilot program kicked off in fall 2005 at the Boulder Community School of Integrated Studies (BCSIS), High Peaks Elementary, Douglass Elementary and Horizons K-8, and students are as enthusiastic as ever to be part of this unique effort – reducing and perhaps eventually eliminating trash at their schools.

These four schools joined the Green

Star Schools program in spring 2005 to focus on waste reduction projects and school-wide composting, in addition to traditional recycling. While much of Phase I had to do with getting compost programs up and running at each school, Phase II focuses on the "waste-free lunch" and continuing education about composting and Zero Waste.

Soon after schools started up in the fall, Eco-Cycle held assemblies to go over composting and recycling basics once again with students and staff.

The biggest push now is educating students and parents about the stuff that can't be recycled or composted. The "waste-free lunch" is key to reducing garbage in the first place. The program's goal is to eliminate individually-packaged foods from students' lunch bags so that most or all of whatever's left at the end of lunch can be recycled or composted.

To get this concept across, Eco-Cycle tabled at back-to-school events and sent out a letter to parents explaining how they can reduce the amount of packaging in their child's lunch. Student volunteers and Eco-Cycle will continue to educate the

school community about waste reduction techniques throughout the school year.

Eco-Cycle is also working with school staff to avoid waste. The first order of business has been getting each school to decrease the number of disposable products distributed with cafeteria lunches. BCSIS/High Peaks Elementary and Douglass Elementary have taken significant steps to reduce waste by replacing their disposable plastic utensils with sturdy washable (reusable) plastic knives, forks and spoons.

While Horizons K-8 does not offer daily on-site lunch service, it does provide students with a catered lunch once a week. Last spring, parent Holly McNutt rallied to get the catered lunch (prepared by a Boulder restaurant) served with compostable tableware. Parents agreed to pay extra money each week to provide compostables at the school. These are big steps the schools are taking toward Zero Waste!

While these four schools will continue with Phase II throughout the entire 2005-06 school year, additional Boulder schools are slated to start Phase I of the Green Star Schools program in early 2006. Eco-Cycle will announce partnerships with three or four schools at the start of second semester, says Cyndra Dietz, Eco-Cycle's School Recycling and Environmental Education Program Coordinator.

"With each semester, enthusiasm is growing for the Green Star Schools Project," Dietz says. "Several schools are already interested for the fall of 2006." ♻️

## Got recycling questions? We've got answers!

Visit us at [www.ecocycle.org](http://www.ecocycle.org)

for all the latest info on:  
Fall Leaf Collections  
Hard-to-Recycle Materials  
Recycling at Home and Work  
Special Holiday Recycling Programs  
...and much, much more!



## New Recycling Signs for Apartment and Condo Complexes

Educational guidelines are a crucial component to **Resource Recovery Infrastructure**. What good are curbside pick-up programs with no participation or drop-off centers filled with non-recyclables? The more involvement and less contamination a recycling program receives, the healthier it is.

To that end, the city of Boulder has created a schnazzy, full-color laminated poster about recycling do's and don'ts just for use in apartment and condominium complexes. If you live in an apartment or condo complex, give your recycling area a facelift with this vibrant recycling poster designed to hang above the bins.

Contact Caroline at Eco-Cycle (303-444-6634) or Marna at the city of Boulder (303-441-4204) to pick up your posters.



# Corporate Express' Broomfield Headquarters to Serve as National Model

by Robin Burton

One of Eco-Cycle's primary efforts in making our community a model for Zero Waste is working with a diversity of businesses to prevent waste and preserve resources through our new Zero Waste Services program. As we work with these businesses, some emerge as leaders on the road to Zero Waste. One such company is the North American headquarters of the international office supply company, Corporate Express. Corporate Express and its more than 600 local employees work to implement progressive measures at their Broomfield office which will serve as a model for their satellite offices and distribution centers nationwide. The company's commitment to environmental sustainability is evident in both their product offerings and their internal practices.

### Extended Producer Responsibility: Environmental Products

Incorporating environmental considerations into its business practices has earned Corporate Express lucrative business opportunities. In October 2003, the company won the bid to supply office products to the U.S. Environmental Protection Agency (EPA), thanks to its compliance with the government's guidelines for environmentally preferred products such as recycled content paper and non-toxic cleaners. Corporate Express' management recognized a competitive edge in taking the lead on environmentally friendly practices and products and made a commitment to expand its offerings.

Today, more than 25% of the products offered in the Corporate Express catalog – or over 3,500 items – are designated environmentally friendly, making it all the more convenient for individuals and businesses to exercise their Purchaser Power. The company adds a minimum of 100 such products to its catalog per year, everything from recycled plastic desk accessories to remanufactured toner cartridges. And naturally, the catalog is printed on 80% recycled paper, although over half of their customers prefer to save paper via the online ordering system.

### Resource Recovery Infrastructure: Composting

Composting became a priority for Mary Jo Lockbaum, Environmental Management System Manager for Corporate Express, when Eco-Cycle's Zero Waste Services made it an achievable goal. Eco-Cycle consulted on how best to roll-out the composting program and achieve high participation rates, and held training sessions for kitchen and custodial staff. In December 2004, Eco-Cycle staff began working with Lockbaum and her team to educate employees about composting through face-to-face conversations, flyers, posters, and helping employees sort their lunch waste. As a result, in the program's first six months, employees saved more than 25,000 pounds of biodegradable material from the landfill. Corporate Express also boasts a comprehensive recycling program for cardboard, paper products, commingled containers, electronics and wood waste, a program which will expand further when Eco-Cycle becomes the Broomfield location's recycling service provider later this fall.



Zero Waste Services Coordinator Robin Burton works closely with the kitchen staff at Corporate Express to ensure that their composting program is running smoothly.

### Purchaser Power: Reusable Dishware and Compostable Products

Installing a new dishwasher allowed Corporate Express to replace its disposable white foam plates and plastic utensils with reusable dishware. Dish carts for dirty dishes are stationed in every break room throughout the building so that employees who want to take meals back to their desks can use reusable dishware conveniently. To-go containers include fully compostable dishware made from uncoated paper or a sugar cane-based material called bagasse, and utensils and cups made from cornstarch rather than petroleum-based plastic. Corporate Express charges a flat fee of \$0.50 per meal for these disposables to encourage employees to use reusable dishware whenever possible.

### Changing the Rules: Policies and Practices

Corporate Express is looking at every way it can be an environmental model for the community and for the company's offices and distribution centers. Other successes include reducing paper usage (and cost!) by 20% by implementing procedures such as double-sided photocopying and printing, as well as buying environmentally-preferable products. The company also had an energy audit done for their heating and cooling systems, which uncovered \$20,000 in annual energy savings. Tim Beauchamp, Senior Vice President, Distribution, observes, "It is small successes that, when compiled together over time, build into great environmental achievements."

These are just the top few of a long list of existing and proposed strategies for working toward Zero Waste, and Eco-Cycle looks forward to continuing to provide information and services to help Corporate Express meet or exceed its environmental goals.

### Replace your garbage collection with Eco-Cycle's Zero Waste Services.

Sign up for our groundbreaking new alternative to traditional garbage collection service!



Available to businesses of all types and sizes.

To receive your FREE waste consultation, visit [www.ecocycle.org/zws](http://www.ecocycle.org/zws) or call 303-444-6634.



### Zero Waste Services Posters Now Available!

Zero Waste Services clients: would detailed posters make your recycling and composting programs more effective? We thought so! We've got just what you need—three full-color 11"X17" guidelines posters to display in your businesses' lunchroom, kitchen or any other high-traffic area.

Call Eco-Cycle's Zero Waste Services Coordinator Robin Burton to receive your set: (303)444-6634.

## Lafayette Joins the Equal Space Movement

by Barb Halpin

Up until a few years ago, it was common practice for developers to overlook room for recycling bins when designing waste disposal and collection areas for commercial properties. One of the most visible examples of this practice resides at the highly-trafficked FlatIron Crossing mall in Broomfield. When building the mall in 2000, the developer wouldn't sacrifice even a single parking space to provide room for recycling collection.

Thanks to recycling-minded citizens and forward-thinking city council members, several local communities have made that scenario a thing of the past through requirements for equal space for recycling bins on new commercial properties and housing complexes. Eco-Cycle advocated these "equal space" measures as part of our efforts in **Changing the Rules** toward a Zero Waste community.

For several years, city ordinances enacted in the towns of Broomfield, Superior, and Boulder have required that new commercial buildings in their communities provide equal space for recycling bins and trash bins, and just this summer, the city of Lafayette joined them in the equal space movement. Now, by design, all new commercial buildings and housing complexes within these four communities will automatically be equipped to recycle, making recycling a more visible and customary part of doing business.

Among the most notable examples of this shift towards equal space for recycling is the highly-anticipated Twenty Ninth Street mall currently under construction in Boulder. From large public event centers like the one planned for Broomfield to future commercial and multi-family "build-outs" in Superior and Lafayette, these laws are changing how we do business in this region in a positive way – we're wasting less and recycling more.

If you live in a local town other than Boulder, Broomfield, Lafayette or Superior and want to find out what you can do to help promote equal space for recycling containers in your community, call Barb Halpin at Eco-Cycle's Longmont office (303) 772-7300 or write [barb@ecocycle.org](mailto:barb@ecocycle.org).

## CU Update

### CU Computer Round Up

From May 6-8, 2005, CU hosted its first Computer Round Up for students, faculty, staff and alumni. Over 650 people participated, bringing in 17 tons of computers and peripherals for recycling and 2.9 tons of computers for redistribution to community organizations. Dell Computer provided partial funding to CU-Boulder for the event as part of its Higher Education Recycling Leadership Award. CU Recycling worked with Eco-Cycle and Guaranteed Recycling Experts for equipment, transportation and processing of the materials. A full report is available at [www.colorado.edu/recycling](http://www.colorado.edu/recycling).

### Global Jam: CU's First Zero Waste Event

University of Colorado Housing and Dining Services and the CU Environmental Center collaborated to make Global Jam 2005 CU's first Zero Waste event. The 6,000 students, faculty and staff who gathered for a picnic lunch on Farrand Field on August 19th did not find any trash cans at the event, only bins for recycling and composting. Upwards of 85 percent of the materials collected from the event was diverted from the landfill. Over 4,000 pounds of compost were collected along with 504 pounds of cans and bottles and 250 pounds of cardboard.

Global Jam was the perfect opportunity to expose incoming students to the campus community's advanced and forward-looking environmental practices from day one. It also successfully set the stage for future Zero Waste events on campus.

# It Takes a Village to Build a Zero Waste Community

continued from page 1

## Resource Recovery Infrastructure



One of the most important ways government can help change the rules is to shift investments from resource destruction—landfilling and incineration—to resource recovery.

Instead of sinking money into the development of these archaic discard systems that will eventually create long-term environmental and

health liabilities, communities can invest in **Resource Recovery Infrastructure** that has long-term gains such as supplying recycled materials to industry, preventing the environmental destruction of extracting virgin resources, and preventing health and environmental cleanup costs associated with landfills and incinerators. This infrastructure includes curbside recycling, drop-off centers, reuse programs, composting facilities, and take-back systems. Equally important are incentives to attract and develop local remanufacturing businesses and entrepreneurial innovations to recycle or reuse collected materials into new products.

## Purchaser Power

That brings us to the final element of a Zero Waste village – **Purchaser Power**. You are the last piece of the puzzle, and your habits are just as important as getting business, government, and infrastructure onboard.

At home and especially at work, we need to use our purchasing dollars to support those companies whose products and services help build a cleaner and

healthier village. While our recovery infrastructure guarantees a supply of recycled materials, our purchasing dollars create the market demand needed to close the loop. When we look only for the “cheapest” product, we’re fooling ourselves about the true cost of the item. Every product comes from somewhere (someone else’s village) and has an impact that will be accounted for one way or another – local pollution, global warming, resource wars, increasing childhood diseases – the list goes on. Each of us every day shapes the world we live in by how we spend our money. We have the ability to improve this world by collectively changing these seemingly small decisions.

That’s the full picture and power of what the Zero Waste system offers. Each one of us, as business owners, shareholders, voters, legislated officials, product designers, retailers, consumers, and global neighbors, are all partners in sharing the vision, responsibility and effort required to make it happen. We at Eco-Cycle are partnering with each sector to pull the picture together and create a model for others to follow. Throughout this issue of the *Eco-Cycle Times*, you will find examples of our community’s progress and the remarkable efforts of our partners. We’ve also identified how you can help. If we are successful in building a model Zero Waste community, it may be one of the greatest contributions to the environment and to the future we could make, and if any community can do it, it’s ours. ♻️



# City’s Plans Put the Community on the Zero Waste Map

continued from page 1

sustainable low-waste economy - Zero Waste or darn near. This plan includes a mandatory source separation ordinance where materials will be required to be separated for recycling, a new center for construction and demolition debris recycling, and the most progressive measure, local take-back laws like those being introduced in other communities where manufacturers and retailers of specific materials, such as electronics, are required to either take back their product for recycling at the end of its useful life, or to support infrastructure that recycles the material.

The Master Plan for Waste Reduction is an initial attempt to formulate the city’s long-range blueprint for waste reduction and smart resource use. If approved by Council, it will serve as a model for how government leadership can create plans which take future generations into consideration by creating new rules and strategies for Zero Waste and for a sustainable economy and ecosystem. ♻️

# Boulder Farmers’ Market: A Zero Waste Model for the Nation

continued from page 3

products. (Side note to entrepreneurs: we’re still looking for an affordable biodegradable coffee cup and lid!)

## Zero Waste Step #4: Infrastructure for Resource Recovery

Our Zero Waste community would not be complete without an investment in new infrastructure designed to recover resources instead of burying or burning them. In place of trash bins at the Farmers’ Market, we created infrastructure to collect your recyclable or compostable products after use. You’ll find brightly-colored signs with pictures of the acceptable items surrounding the compost and recycling bins at collection points stationed throughout the market.

The Zero Waste Farmers’ Market is served by our new commercial food waste

collection program. After every market, compactor trucks haul compostables to our composting partner, A1 Organics, and commingled containers to the Boulder County Recycling Center. A great deal of infrastructure investment also occurs in the form of education and outreach efforts to make sure all participants have the information they need for the program to work smoothly.

If you haven’t already, join our Zero Waste community at the Farmers’ Market. After taking a moment to familiarize yourself with this new world, you’ll find it’s every bit as convenient as throwing waste in the trash can. But once you’ve participated, you’ll notice a brand new sensation – that moment you realize you are no longer part of the throw-away society! ♻️

# CHaRM’s New Material - #6 White Block Foam

continued from page 3

before trucking to market is impractical for Eco-Cycle because it requires a specialized and expensive piece of equipment. As a result, a semi-trailer full of loose block foam weighs as little as 1500 pounds, even when packed carefully. This does not make for efficient transport, so it’s imperative that the recycler be located near by. Fortunately, a company called Advanced Foam Plastics in north Denver has agreed to work with us.

Advanced Foam Plastics will be able to directly recycle any #6 rigid foam insulation that we send them into their production of new rigid foam insulation for building foundations (the competition for Dow’s blue Styrofoam insulation). They are allowed to add up to 15 percent recycled material into this process, so they are hungry for more. The majority of the material we will send them, however, will be packaging foam. This material is fed through a densifier (the expensive piece of equipment mentioned above) and sent to a plastics recycler who will use it to make products like CD cases, light switches and cover plates, and other household items made from polystyrene (#6 plastic).

Like most of the materials that end up on the hard-to-recycle list, there is currently no market value for block foam. We will not be getting paid for it – in fact, we will incur a cost of \$200 to \$400 per trailer in handling expenses. So, although there will be no charge to the general public, we will be asking businesses to pay \$6 per cubic yard to help cover our costs. We are also seeking businesses to sponsor the program, either permanently or as a “sponsor of the month.”

With your help, though, our handling costs will be minimal. Just as with our very successful plastic bag recycling program, we’re betting you will take a moment to examine what you have to make sure it’s the right stuff, so that together we can keep it out of the landfill. Sound complicated? We know you’ll figure it out – you already did a great job with it at the special collections we’ve held. Keep the center pull-out

section of this newsletter handy or refer to our website at [www.ecocycle.org](http://www.ecocycle.org) and you’ll do just fine!

See the CHaRM Guidelines on the back of the center pull-out section of this newsletter for the full list of accepted materials, hours of operation, and location. ♻️

## Individual and Corporate Sponsors Needed to Support our White Block Foam Collection Program

Eco-Cycle is thrilled to announce we are collecting white block foam free-of-charge from individuals when our program kicks off in November. This is not an easy feat, as we aren’t getting paid by Advanced Foam Plastics for our collected material. In fact, we are incurring costs to collect it, at a rate of \$200-\$400 per trailer in handling fees.

We need your financial support to keep this collection free-of-charge for individuals. Consider making a one-time donation or sponsoring the collection on a monthly basis and receive valuable promotion at the CHaRM in return!

Contact CHaRM Manager Dan Matsch for details at 303-444-6634.



# Zero Waste Around the World

by Kate Mangione

## World Leaders Commit to Zero Waste

Zero Waste debuted on the global agenda in June 2005 as prominent urban mayors from around the world gathered in San Francisco for World Environment Day. Traveling from as far away as Jakarta, Rio de Janeiro, Delhi, and Melbourne, more than 50 city leaders discussed the environmental challenges and opportunities of urban areas, where more than half the world's population now lives. The mayors pledged to adopt legislation and/or implement programs over the next seven years to address everything from water and energy use to transportation and urban design standards. Three actions focused on waste reduction, including the policy goal of "zero waste to landfills and incinerators by 2040." Through these commitments, urban leaders aim to save money by reducing resource consumption and to improve the health and general well-being of city residents.

## Zero Waste Heads to the High Country

Home to some of the nation's most amazing landscapes, Summit County now has something else to make Colorado proud—the first Zero Waste resolution in the entire Mountain West. During August 2005, Summit County commissioners resolved "to pursue the goal of zero waste by promoting reduced consumption, reuse of materials, and increased recycling until the very concept of a landfill is obsolete." The county currently recycles only 15% of its materials, so admittedly, it has a long way to go, but its new processing facility for recyclables will make recycling easier for residents and more profitable for the county. Within a state reported to recycle a mere 3% of its materials, Summit County's plan will take recycling to new heights. Who will be next in the state to follow suit?

## Old Electronics Treated Right in Norway

It's good to be a retired piece of electronic equipment in Norway. You don't have to worry about spending your golden years buried in a landfill under a heap of putrid baby diapers. Instead, you're guaranteed a new lease on life. In

2004, manufacturers in the Scandinavian country recovered over 90% of their retired electronic and electric equipment—everything from computers to stereos to electric razors. Their system allows consumers to return unwanted electronic and electric items free of charge to local retailers and municipal collection centers, where the materials are then collected and recycled by the original manufacturers. Norway's phenomenal recovery rate undoubtedly proves the success of the producer responsibility model in recovering valuable resources and preventing environmental harm.



*A quick glance across the globe reveals promising new commitments to Zero Waste and model programs for our community to emulate.*

## Heat is On to Keep Organics Out of Landfills

Cities and countries alike continue to lay down the law and prohibit biodegradable materials from landfills in order to curb greenhouse gas emissions. In British Columbia, the Nanaimo district recently banned the landfilling of all industrial, commercial, and institutional organic waste. The district believes businesses will save money by using a new composting facility rather than exporting waste off Vancouver Island. Halfway around the world, several European countries are surpassing the European Union's mandate to gradually reduce the landfilling of organic materials by 65% within 15 years. France and Germany have set more ambitious targets while Sweden and Norway are working out the details on outright bans.

## Wasteless in Seattle

Seattle's Wasteless in Seattle program will not earn millions on the silver screen—it will, however, save the city millions in disposal, transportation, and energy costs. City employees are gearing up businesses, residents, and themselves to reap the rewards of waste reduction. Among the wasteless initiatives is PaperCuts, which challenges city departments to reduce paper use by 30% by the end of 2006. While the city's efforts continue to turn heads, the surrounding county is keeping up with the pace. King County's new ordinance calls for the aggressive pursuit of "zero waste of resources by 2030 through maximum feasible and cost-effective prevention, reuse and reduction of solid waste." The county has a new disposal ban on certain electronics and a model network of local retailers who take back and recycle used electronics—sounds like a blockbuster. ♻️

## The Importance of Planned Giving



"Giving a planned gift to Eco-Cycle is important to me because I believe in a legacy of commitment and making a difference. After all, recycling is about the 'legacy' of our throwaway society. Do we reuse materials and leave a legacy of efficiency and effectiveness or do we simply throw away these valuable resources, leaving the legacy of landfills? It's important for me to help to change the organizations that helped to change my life and Eco-Cycle is such an organization. Eco-Cycle left a lasting impression on me and it's my hope to leave a lasting impression on Eco-Cycle."

For me, the avenue I chose to make a bequest to Eco-Cycle was a Charitable Remainder Trust. This was established as part of the overall estate planning my wife and I did and it was a very simple and straightforward part of that process. Once I knew how I wanted to structure the trust, it was simple and inexpensive to set it up.

I encourage all supporters of Eco-Cycle to consult with their estate planners to decide how they can leave a legacy to Eco-Cycle."

—Paul Berteau

## Eco-Cycle Wishes to Gratefully Thank:

<b>Corporate Supporters</b> McGuckin Hardware: Donation of 100 compact fluorescent bulbs for energy conservation education in Boulder County schools.	<b>Director's Circle</b> Kerrie & Kurt Badertscher Rob & Kitty DeKieffer Ann Kane Joe & Pam McDonald Eric & Patti Tussey	Kirk Cunningham Amin Delagah Andrea Deyden Lt. Col. Rudolph & Joan Dichtl Charlene Dougherty Craig Douglas Mary Beth Downing Melinda Driscoll Peter Dunlaevy Dale Ekart Erin English Melissa & David Evans Allyn Feinberg Randy Fisher Lisa Fitzgerald Elaine Foss George & Beverly Garmny S. Scott Goddard, III Mary Margaret Golten Judith Gould Crystal Gray Marjorie Griek Clark & Joan Griep Doug Grinbergs Barbara Halpin & Mark Frederick Margaret Hansson Mary Ann Hartigan Ms. Doris Hass Deborah Hayes Mrs. Barbara Hays Pam Hoge & David Walder Susan Horne Eric & Sandy Hozempa Jerry & Patricia Hozempa	George Hufford Linda Jourgenson Lester Karplus Alexa Kasper Barbara Keiger Glenn Korff Brian Larsen & Renae Kofford Jean Lovell Jerry Martin Gina Martin-Smith Dan Matsch & Carol Conigliaro Marti Matsch Rosemary & Conrad McBride Nancy & Gary McKee Eleanor McKinley David Miller Ann G. Moore James Munro Ruth Nebergall Kate & Brett Nelson Jon Newman Randy Nichols Nancy Paluh Jeanette Papp Kim Pardi Beth Partin Anne Peters Lynn & Marv Pierskalla Francois Poinatte Dorothy Read Kenneth Regelson Susan Ross Barbara Kinsey Sable Kathy Schnoor	Andy Schultheiss Brien Schumacher Lynn Sexton Jeannine Shawver Mary Siems Linda Silverthorn Lisa & Jim Skumatz Linda Smith & Larry Dressler Janet Snyder Annette Stelmack Ellen Stewart Wendy Sydow Laura Taht Molly & John Tayer Lisa & Steve Thilker Robert Townley Sue Townsend Mary Trembour Sara & Matthew Tucker Jacquelyn Van Dore Luke Vernon Virginia Wadsworth Jessica Waldman Susan Walshe Dwight Ward Mary Lou Weakland Patrick West Ronald White Cheryl & Andy Winston Peggy Wrenn Daniel Young Kathy Zeidlík Sonny Zinn
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Support the First Ongoing Zero Waste Event in The Nation, a Model for Other Communities Around the Planet



In spring 2005, Eco-Cycle and the Boulder Farmers' Market removed every garbage bin from the market, kicking off the first regularly scheduled Zero Waste event in the country. What we are doing here in Boulder at our Farmers' Market serves as a model across the globe, not only for Zero Waste events, but for communities looking for a demonstration of a Zero Waste system in action. There is much that happens behind the scenes and many costs incurred in building Zero Waste infrastructure at the market – from purchasing compostable plastic utensils, to paying for compost and recycling collection, to the development of educational materials.

We need your financial contribution to keep this Zero Waste event going strong in 2006.

Please clip the coupon below or go online to [www.ecocycle.org](http://www.ecocycle.org) and make your donation of support to our Zero Waste Farmers' Market Fund.

Any donation of \$150 or more will be recognized on the Compost Tea Brewer located at Eco-Cycle's booth at the Farmers' Market in 2006.

Yes! I want to support Eco-Cycle's Zero Waste Farmers' Market in 2006.

Enclosed is my gift of:

- ☐ \$150   ☐ \$200  
☐ \$365 – "a dollar a day keeps the waste away"  
☐ \$500  
☐ \$1,000 (Founders' Society) – find out more about the Founders' Society at [www.ecocycle.org/support/founderssociety](http://www.ecocycle.org/support/founderssociety)  
Other Amount \_\_\_\_\_

All memberships include a subscription to the *Eco-Cycle Times*.

Payment Method:   ☐ Visa   ☐ MasterCard   ☐ Amex

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Signature \_\_\_\_\_

☐ Please accept my donation in honor/memory of \_\_\_\_\_

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☐ Eco-Cycle's Business Recycling Program

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Thank you for your support. Eco-Cycle aims to be as responsible when it comes to your privacy rights as we are when it comes to the environment. To this end, Eco-Cycle will not trade, rent, or sell member names, phone numbers, addresses, or emails to any individual or organization.

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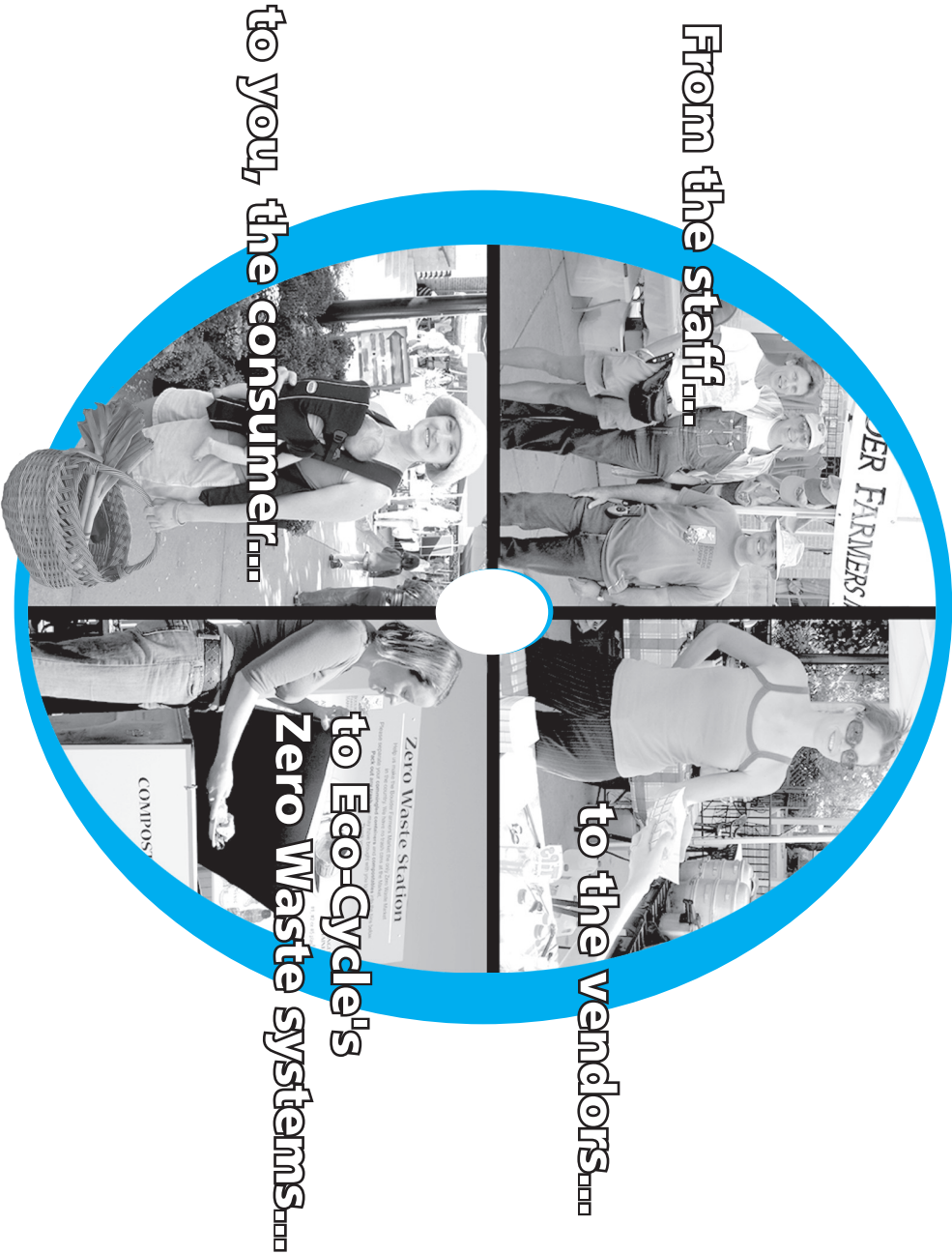
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## The Boulder Farmers' Market & Eco-Cycle Make Trash a Thing of the Past



From the staff...

to the vendors...

to Eco-Cycle's

to you, the consumer...

Zero Waste systems...

...we all came together to form a model  
Zero Waste community for the world.

INSIDE

See Center Pull-Out for  
RECYCLING GUIDELINES