



What you need
to know about
the **digital TV**
conversion



Stop Trashing the Climate: A new report
finds Zero Waste to be the fastest,
most effective climate strategy.



The new **Eco-Cycle**
eStore, making
Zero Waste
purchasing easy

eco-cycle

times

Working to Build Zero Waste Communities

Volume 32, No. 2 | Fall 2008 / Winter 2009

**NOW
ACCEPTING**

PLASTIC
#1-7 
**BOTTLES
AND
TUBS**

You asked for
it, you got it!
#1 - 7 plastic
bottles and
tubs are now
accepted in
your curbside
recycling bin.

See story, p. 1

ALSO INSIDE:
Our "Pocket Guide
to Plastics"
and
New Pull-Out
Recycling Guide

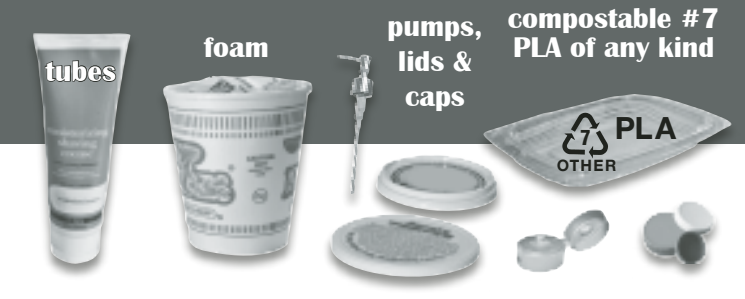
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YES!



NO



Now Accepting #1-7 Bottles and Tubs

by Marti Matsch

After 20 years of having to answer with a disappointing “no,” Eco-Cycle will finally answer “yes” to one of our longest-standing, most frequently-asked questions: “Can I recycle my yogurt and dairy tubs at the curb?” Yes. Yes you can. That feels good to say, and even better to do. Go ahead and try it.

Due to recent hikes in the price of oil and increasing global competition for materials, off-shore market demand for recycled plastics has increased. Social and environmental conditions at these overseas facilities have improved as well. This means while most of our plastic bottles with a #1 or #2 will continue to be marketed domestically whenever possible, we now have the opportunity to accept some additional plastics that have been so difficult to recycle for so many years.

YES!

In addition to those dairy tubs you’ve been asking about, we will now accept **all plastic bottles, tubs and screw-top jars numbered #1 - 7**, like those pictured above and on the guidelines page

(see page A in the pull-out guide). But wait! Don’t get too recycling happy and throw all plastics in the bin. Please just give us those #1 - 7 plastic bottles and tubs and help us keep these important NOs out of the bin.

NO

NO PLASTIC LIDS OR CAPS:

Whether or not your caps or lids have a number or recycling symbol, they are not accepted and are not recyclable. Lids and caps are significant contaminants, both on and off the container. Please continue to toss plastic caps and lids in the trash.

NO PLASTIC BAGS:

Plastic bags are by far the WORST contaminant in the recycling bin. Please do not put plastic bags in your bin and please do not bag any materials. Clean, dry and empty plastic bags with #2 or #4 can be recycled at the CHaRM (see page D of our pull-out guide) or at participating grocery stores. Plastic bags collected at the curb get caught in our sorting equipment, cost our program money and are not recycled.



NO FOAM:

While white foam cups and containers often have a #6 on the bottom, they are not a recyclable plastic. These products can be easily avoided for their safer, reusable or recyclable counterparts.

NO #7 PLA BOTTLES OR CONTAINERS:

It couldn’t be as simple as ALL #1 - 7 plastics, could it? The broad #7 category was designed as a catch-all for polycarbonate (PC) and “other” plastics. Unfortunately, new compostable plastics, made from bio-based polymers like corn starch, are also thrown into this category and labeled with a #7. But, you can tell them apart from their petroleum-based relatives because compostable plastics ALSO have the initials PLA on the bottom near the recycling symbol. Some may also say “Compostable.” Please look carefully for that coding, and if you see it, you have the green light to toss the container, not in the recycling bin, but in your COMPOST collection bin. PLA is NOT recyclable, but it IS compostable.



please remember...

Avoiding Plastic Beats Recycling Plastic!

While many plastics are now recyclable, Eco-Cycle encourages recyclers to avoid plastics and all other packaging as much as possible. Over the past 45 years, single-use packaging, especially plastic packaging, has increased by more than 10,000%! Simply recycling these products does not negate the environmental damage done when the resource is extracted or when the product is manufactured. When you do buy plastics, know that all plastics are not created equal; some are far more problematic than others, both in manufacture and in use. The numbers and letters on the bottoms of plastic containers indicate resin types and hold the key to knowing the most important plastics to avoid.

Learn which plastics to avoid with our “Pocket Guide to Plastics” on page 7.

Subscribe to the **Eco-Cycle Times** online and share these articles with a friend! You can also sign up for our other e-newsletters at www.ecocycle.org/newsletters.

Our Mission

Eco-Cycle’s mission is to identify, explore and demonstrate the emerging frontiers of sustainable resource management through the concepts and practices of Zero Waste. We believe in individual and community action to transform society’s throw-away ethic into environmentally-responsible stewardship.

Local Communities Take Advantage of New “Single-Stream” Program

Your Two Recycling Bins Are Now One

Mazes of conveyor belts, magnets, table shakers, automatic optical sorters, tilted screens, even a laser air blaster: the best single-stream recycling equipment is now up and running at your Boulder County Recycling Center (BCRC)—and this means recycling around the county is becoming

easier! All this new equipment allows you to now single-stream your materials, that is combine together your “mixed paper” (newspaper, cardboard, opened mail) with your “mixed containers” (metal, plastic, steel) into ONE recycling bin. Single-stream recycling is gaining popularity around the world because it makes recycling easier than using the trash can (and without the guilt), so more people participate and more natural resources are saved.

On the Path to Zero Waste by 2025

Switching the BCRC over to single-stream and adding new materials for recycling (see story above) were important first steps toward

continued on page 7

Want to Learn More About Single-Stream, Composting and Zero Waste?

Visit www.ecocycle.org for a calendar of when single-stream recycling is coming to your community. You’ll also find recycling guidelines in English and Spanish, a list of the Dirty Dozen most UNwanted materials in your recycling bin, recycling and composting FAQs, updates on Zero Waste locally and around the world, how-to guides on reducing your waste in the first place, videos demonstrating what can and cannot be recycled, and much more. Or, call us at 303-444-6634.

Drop by your Boulder County Recycling Center at 1901 63rd St. for a self-guided tour of the new single-stream sorting equipment or call the Boulder County Resource Conservation Division for guided tours at 720-564-2220.

Pull-Out Recycling Guide

- | | | | | | |
|------------------------------|--|-----------------------------------|--------------------------------|-------------------------------------|------------------------------------|
| Recycle at the Curb A | What Can Be Recycled and Where? B | Map of Recycling Centers B | Preparing Recyclables C | CHaRM Recycling Guidelines D | Hard-to-Recycle Materials D |
|------------------------------|--|-----------------------------------|--------------------------------|-------------------------------------|------------------------------------|



Eric Lombardi
Executive Director

DIRECTOR'S CORNER

Social Enterprise: A Business Model for the 21st Century

Over the last 30 years, I've been to more conferences than I can remember, and while many have blurred together, I recently attended a conference in Scotland that was both astonishing and memorable—the first Social Enterprise World Forum. This international gathering of 450 people represented 25 nations, but only eight attendees were from the United States. Our small turnout made it clear that America is behind the curve on an important trend emerging around the world—using the marketplace to increase social justice and environmental protection.

A social enterprise falls somewhere between a for-profit company and a non-profit organization. While its official definition is still evolving, the U.S. Social Enterprise Alliance is close when it says, **“A social enterprise is an organization that advances a social mission through market-based strategies. These strategies include receiving earned income in direct exchange for a product or service.”** Whether it's called the fourth sector, creative capitalism or community interest companies, the social enterprise paradigm is powerful: It is a whole new economic system that would reward entrepreneurs for choosing the path of conscience commerce in the name of social benefit.

Eco-Cycle was invited to speak at this world conference because we are one of the largest and most successful social enterprises in the United States. Our business model for the last 19 years

has been to cover our costs and make an additional 10% revenue. This 10% profit margin is much less than that of a typical corporation. Plus, all of our money is re-invested in the community through newer, bigger and better Zero Waste programs and facilities, making this type of business model the best deal for the community.

While our model is rare here in the states, the United Kingdom has been leading the social enterprise movement for the past ten years. It reportedly has 55,000 social enterprises, all of which are networked by the government's cabinet-level Office of the Third Sector, a position created by Tony Blair in 2006 to help this new movement grow.

These enterprises include projects to house the homeless, recover resources through recycling, provide employment to ex-drug addicts and provide transportation to those with special needs. Cabinet Minister Phil Hope was the conference keynote, and his message was essentially this: If we want more social justice and environmental protection, we need a new “capitalism-with-a-twist” because the government can't do it, the free market won't do it and charity is a band-aid.

I was amazed to watch as speaker after speaker, dressed in expensive suits and representing such non-radical institutions as the Royal Bank of Scotland, took the stage to say the 21st century requires a new approach to capitalism that channels the profit motive to increase social and environmental benefits. I would suggest the meltdown on Wall Street offers an incredible opportunity for the United States to get honest about what the free market is good for and what it's not.

The concept of social enterprise is so important in this time and place—internationally, nationally and locally. Boulder County needs to finish the job of building the Zero Waste Infrastructure necessary to sustainably manage and recover resources for the 21st century, and we gauge that the next step in that process is to raise \$20 million to build four new facilities.

The traditional approach to financing community infrastructure is to use tax money, but we think it's time for this new social enterprise idea to be on the table for serious discussion. Some of the best social entrepreneurs live in the Boulder area, and we need to tap their talents to reduce two big problems—greenhouse gas emissions and the wasting of natural resources. I invite anyone who wants to join the dialogue to give me a call.

“America is behind the curve on an important trend emerging around the world—using the marketplace to increase social justice and environmental protection.”

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Eco-Cycle's eStore: Our Newest Tool for You

Every dollar each of us spends on products is essentially a “vote” for the kind of world we want to create. As consumers, we have tremendous power. If we buy it, they will make it; if we don't, they won't. That's a lot of responsibility, and it's hard to know which products truly are the better choices, both environmentally and socially. That's why Eco-Cycle has launched our newest tool for you, the Eco-Cycle eStore, available online at www.ecocycle.org/estore. The eStore helps businesses and individuals save the time and confusion spent navigating through the fog of overwhelming and often misguided “green” claims to find those products and services you'll need to move toward Zero Waste and zero carbon.

Why Responsible Shopping Comes First

The trash can may be the most visible sign of our consumptive habits, but it is only the very tail-end of the vast environmental destruction that came before it: ***For every garbage can placed at the curb, there is the equivalent of 71 cans of waste*** created in the extractive and industrial processes used to convert raw materials into finished products and packaging. So while we may see piles of plastics, paper, electronics and construction debris in our garbage can, what we are really looking at is the result of clear-cut forests, strip-mined mountains, depleted and polluted water supplies, increasing CO₂ emissions, toxic releases to our air, water and soil, and a slew of social injustices incurred in the struggles to control our finite natural resources. Reusing, recycling and composting our waste is hugely important, but limiting our consumption and purchasing with environmental and social justice in mind are critical first steps.

What You'll Find on the Eco-Cycle eStore

The Eco-Cycle eStore features products for your business and home that are non-toxic and designed using fewer resources, more efficient production processes, recycled materials and that can be reused, recycled or composted. We've researched, chosen, and in most cases, used the products you'll need. You'll find the best reusable bottles, recycled paper, green cleaning supplies, safe kids' products, energy-saving tools and much more. We've selected products that will help you use and buy less—be it energy, water, packaging, or disposable goods—and provided the tools you'll need to move toward Zero Waste and zero carbon.

Purchasing through the Eco-Cycle eStore helps you work toward Zero Waste while supporting our efforts to build a Zero Waste community, so whether you're looking to regularly stock paper products for your office or purchase everyday items for your home, the Eco-Cycle eStore offers truly green products from a group you can trust.



Click it! Check out the Eco-Cycle eStore at www.ecocycle.org/estore.

2008: Eco-Cycle's Most Award-Winning Year to Date!

As the concept of Zero Waste gains momentum around town and around the globe, Eco-Cycle's innovative services and programs are getting all kinds of attention—in 2008, we won six awards! Thanks to all our supporters and community partners for making this year truly special!

◆ **Boulder County Gold People's Choice Award** for best non-profit organization, *Camera*

◆ **IQ (Innovation Quotient) Award** for Zero Waste Services program, *Boulder County Business Report*

◆ **Environmental Achievement Award** for the Zero Waste Event Kit, *U.S. Environmental Protection Agency (EPA)*

◆ **Outstanding Recycling Innovation** for the Zero Waste Event Kit, *National Recycling Coalition (NRC)*

◆ **Gold Medal of Honor** at the Colorado Sustainable Business Awards for our Zero Waste Services program, *Connected Organizations for a Responsible Economy (CORE)*

◆ **Best New Program Award** for Green Star Schools program, *Colorado Alliance for Environmental Education (CAEE)*

Click it! Read more about these awards at www.ecocycle.org/awards.

STOP TRASHING THE CLIMATE

BY KATE BAILEY

While the growing popularity of making all things “green” has brought Zero Waste into the limelight, what has been overlooked is the significant contribution Zero Waste could make toward solving the climate crisis. Climate policies remain centered on the two energy giants—power plants and automobiles. But now, a new national report co-authored by Eco-Cycle finds there is a third major factor in climate change—our unsustainable pattern of consumption and waste. In recognizing and addressing this third source, Zero Waste becomes one of the fastest, most effective strategies we can use to protect the climate and the environment. **In fact, by 2030, Zero Waste could achieve the same greenhouse gas reduction as taking 21% of our nation’s coal-fired power plants off the grid.**

Other climate inventories, including ones from the Environmental Protection Agency (EPA), isolate the greenhouse gas (GHG) emissions from landfills and incinerators as the only impacts of wasting on the climate. However, as “Stop Trashing the Climate” shows, a product’s impact at the point of disposal is only the last step of a very long journey from raw natural resource to household trash. Take paper, for example: Nearly 90% of the GHG emissions from paper consumption occurs before

the paper is discarded. From the moment a tree is pulled from the Earth and then transported around the globe, manufactured into paper, distributed to consumers, used and then buried in a landfill, our climate and our

By 2030, Zero Waste could achieve the same greenhouse gas reduction as taking 21% of our nation’s coal-fired power plants off the grid.

– Stop Trashing the Climate

environment have been affected at each step. By narrowly categorizing disposal as the only climate impact, conventional accounting is overlooking the biggest opportunities for climate change: **Global resource extraction, transportation, processing and manufacturing collectively represent 36.7% of our national greenhouse gas emissions.**



POLICY RECOMMENDATIONS FOR BOULDER COUNTY

A Zero Waste Community System can reduce greenhouse gases as much as or more than other complementary leading GHG reduction strategies, such as improving vehicle gas mileage and promoting hybrid vehicles, retrofitting lighting and reforestation. But local and national policies are needed to make Zero Waste a reality. “Stop Trashing the Climate” emphasizes these priority policies:

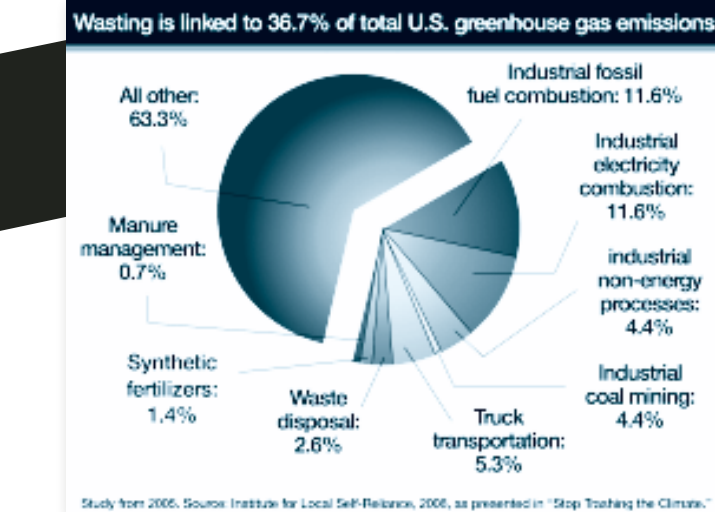
- Establish local Zero Waste targets and plans and encourage regional and national plans.

- Levy a per-ton surcharge on landfilled materials. Many European nations have adopted significant landfilling fees (\$20-\$40 per ton) to fund recycling programs and decrease greenhouse gases. Surcharges on both landfills and incinerators are an important counterbalance to the negative environmental and human health costs of disposal that are borne by the public, and can be instated on a local, regional and national level.

- Stop sending organic materials to landfills—methane emissions from landfills are 72 times more potent than



Nearly 25% of what we throw away is paper.



Wasting is directly linked to global resource extraction, transportation, processing and manufacturing, and these sectors collectively represent 36.7% of our national greenhouse gas emissions.

This new report has received accolades from both national and global audiences. With co-authors the Institute for Local Self-Reliance and the Global Anti-Incineration Alliance (GAIA), “Stop Trashing the Climate” was distributed to congressional offices throughout Washington and to key U.S. climate policy experts and organizations. The report received national press on the cover of the trade magazine *BioCycle*. The findings have been shared with GAIA’s network in more than 80 countries and the authors have presented the report in Scotland and Mexico in the few months since its release.

Eco-Cycle collaborated with local methane expert Dr. Ed Dlugokencky at the National Oceanic and Atmospheric Administration (NOAA) to better understand methane as a greenhouse gas, and to help raise global awareness of methane as 72 times more powerful than CO₂ over the short term. Eco-Cycle presented our findings on the connection between wasting and climate change at NOAA’s 2008 Earth System Research Laboratory Annual Global Monitoring Conference.

In addition, Eco-Cycle mailed the report to every local elected

official and many government staff in Boulder County. Our community is well positioned to lead on this national issue, and the policy recommendations presented in this report represent effective change that we can and should be implementing today.

“Stop Trashing the Climate” presents our elected leaders and community planners worldwide with an incredible opportunity to start mitigating climate change. Short-term solutions that immediately decrease GHG emissions are critical as we work toward long-term solutions to meet our energy and transportation needs. Zero Waste delivers just that: significant short-run improvements.

You can also help put a stop to trashing the climate. A great way to start is to let your local elected officials know that you support Boulder County’s Zero Waste goal and that pursuing Zero Waste is a critical step toward actual greenhouse gas reduction. Then start composting and look for ways to decrease your consumption and increase your recycling efforts. Look for products and tips to help you work toward a Zero Waste and zero carbon lifestyle at the Eco-Cycle eStore (see article p. 2).

Click it!

Read the full report and executive summary and get involved at www.stoptrashingthecclimate.org.

CO₂ emissions over the short term. Learn more at www.cool2012.com.

- Stop subsidizing landfills and incinerators as “renewable” energy—these industries are unfairly competing with wind, solar and geothermal projects for state and national tax credits that should be funding carbon-free energy. Learn more at www.grrn.org/landfill/notrenewableenergy.

- Provide policy incentives that create and sustain locally-based reuse, recycling and composting jobs and businesses that are environmentally just and community-based.

FACTS TO ACT ON

Eco-Cycle co-authored the national report, “Stop Trashing the Climate,” to document the link between climate change and our unsustainable pattern of consumption and waste. Powerful facts, such as those listed below, help make the case that a Zero Waste strategy is one of the fastest and most effective strategies to protect the climate (see the full report for original sources):

- Landfills are the largest source of human-caused methane emissions in the United States.

- The impact of landfill emissions in the short term is grossly underestimated—methane is 72 times more potent than CO₂ over a 20-year time frame.

- Waste incinerators emit more carbon dioxide per megawatt-hour than coal, natural gas or oil-fired power plants.

- For every ton of discarded products and materials destroyed by incinerators and landfills, about 71 tons of manufacturing, mining, oil and gas exploration, agricultural, coal combustion and other discards are produced.

- Since 1969, we have consumed one-third of global natural resources.

- Americans represent only 4.6% of the global population but use one-third of the Earth’s timber and paper and generate 22% of global CO₂ emissions.

- U.S. landfills and incinerators destroy 170 million tons of paper, glass, metals, plastics, textiles and other materials each year.

- Four primary materials industries—paper, metals, plastics and glass—consume 30.2% of the energy used for all U.S. manufacturing.

- Recycling saves 3 to 5 times the energy generated by waste incinerator power plants. Burning trash is akin to spending 3 to 5 units of energy to make 1 unit.

by Kate Bailey



➤ **East Coast Incinerator Fight Comes to Boulder**
“Those folks [in Boulder] have green in their blood, and I think we could use some of that here.” That was the conclusion of a delegation from Frederick County, Maryland that came to Boulder looking for a better solution to its trash problems than building a \$300 million waste incinerator. Part-time Boulder and Frederick resident Caroline Eader helped organize a group of Frederick county commissioners, county staff and local newspaper reporters to visit Boulder. The group spent two jam-packed days in June exploring Boulder’s community commitment to Zero Waste by visiting local hotels, schools, businesses, organizations and events all working toward Zero Waste. Inspired in part by Boulder’s vision, residents in Frederick County continue pushing for increased recycling and composting and Eco-Cycle is helping them in any way we can. You can read all about their fight and how they viewed Boulder in the local newspaper at www.gazette.net/zerowaste.

➤ **America’s Next Top (Zero Waste) Model** For better or for worse, the true sign of success in America is having your own reality TV show. Well Zero Waste, you’re now a star thanks to KTVU in Alameda County, California. The station is hosting a four-week Zero Waste Challenge in fall 2008 between four families to see who can produce the least amount of waste. The families will file weekly journals and participate in two TV shoots, and area residents will be encouraged to play along and track their own successes online. Zero Waste created a similar buzz on the radio when National Public Radio’s *Marketplace* issued a trash challenge in which listeners joined the host in carrying their trash around for two weeks. Finally, Eco-Cycle’s Executive Director Eric Lombardi led Zero Waste to the top of the list in *Newsweek* magazine’s “10 Fixes for the Planet” in April 2008. For more on the Zero Waste media craze, check out www.ecocycle.org/press, <http://marketplace.publicradio.org/consumed> and www.ktvu.com/wastechallenge.

➤ **You Can Do It (Greener). We Can Help.** While the staff at The Home Depot continue to wear the same orange aprons, the store looks a little greener these days. In June 2008, The Home Depot stepped forward as the second and largest national retailer to recycle compact fluorescent light bulbs (CFLs) at all of its stores. The program is filling the large void in national leadership in CFL recycling after a huge surge in product sales. In 2007, The Home Depot launched a new line called Eco-Options that showcases products with less impact on the environment such as cellulose insulation, natural pest repellents and energy-efficient appliances. For more on the retailer’s other environmental initiatives, check out www6.homedepot.com/ecoptions.

➤ **Sorting Their Way to Zero**
Different colored soy sauce bottles, batteries, razor blades, bottle caps and lighters all have a separate bin for recycling at the Zero Waste Centre in Kamikatsu, Japan. In this small wooded community, there is no curbside waste collection and household composting is mandatory. Two thousand residents sort their discards into as many as 34 categories to maximize the economic value of the materials. New pollution laws forced the community to shut down its incinerator several years ago. Then, the town rejected costly updates to the waste burner and chose to aim for Zero Waste instead. With the community’s extraordinarily detailed sorting, washing, composting and reusing methods, the town recovers about 80% of its discards, placing it well on its way toward Zero Waste by 2020.

➤ **There’s Money in Them Walls**
I don’t have to tell you that the price of just about everything has increased. But, in case you’re not tracking the price of recyclables as closely as we are, they are also commanding near record values and volumes. Scrap paper is the largest U.S. export by volume in overseas shipping containers, and U.S. shipments of scrap materials to China roughly tripled in value from 2002 to 2006. The downside of this economic boom is the increase in thefts of materials, particularly metals. Manhole covers yanked from city streets, aluminum siding cut off houses and copper wiring pulled out of the walls at construction sites are quickly becoming common tales as scavengers take advantage of record prices. As populations continue to grow and resources dwindle, petty metal thefts may be the least of our concerns. The global economy is all about resources and who controls them. Our consumptive and wasteful ways won’t last long as resource demands continue to intensify.

Click it!

For more about what’s happening with Zero Waste around the world, visit www.ecocycle.org/zero/world.cfm.

Ralphie’s Green Stampede: CU’s Game Plan for a Zero Waste Stadium

by University of Colorado staff

In an aggressive effort to recycle, eliminate waste and cut even more of its carbon emissions, the University of Colorado (CU) at Boulder is proud to present “Ralphie’s Green Stampede,” a Zero Waste and carbon-reduction program at Folsom Field.

According to school officials, the goal of Ralphie’s Green Stampede is to move toward Zero Waste at Folsom Field during the football season and to invest in local carbon-reduction projects to match the energy used to power the stadium, for team travel and for other football-related energy use. In partnership with Eco-Cycle, the university anticipates recycling or composting at least 90% of the discards generated at Folsom Field this year.

According to U.S. Environmental Protection Agency information and other sources, Folsom Field will become the first major sports stadium in the nation—professional or collegiate—to collect all materials in recycling or composting containers, eliminate trash cans and transform its materials collections systems into a Zero Waste process.

“We are excited to be national leaders in

this key sustainability effort,” said CU director of Intercollegiate Athletics Mike Bohn. “Our goal is not simply to be good, or even excellent, but to consistently set the national standard in all that we do. With this initiative, we’re really setting a global standard while doing what’s right for our fans, our campus community and contributing to our institution’s Zero Waste vision for the future.”

CU first envisioned a waste-free university in its 2004 “Blueprint for a Green Campus” and has pledged to reach carbon neutrality by 2030.

“I want to applaud everyone on this campus for their vision and leadership in getting this program off the ground,” said Dave Newport, director of CU’s Environmental Center. “With this measure, CU Athletics is taking a bold step—in sync with its student, faculty and campus leadership—toward keeping CU at the vanguard of sustainability leaders, where it has been for nearly 40 years.”

To match the energy used in the stadium and for team travel, Bohn said CU will invest in local carbon reduction offsets from the Colorado Carbon Fund, a program of the Governor’s Energy Office, as

well as in renewable energy credits, with the help of Broomfield-based WhiteWave Foods, a partner in the Zero Waste program.

“This new initiative underscores CU-Boulder’s comprehensive, campus-wide commitment to sustainability,” said CU-Boulder chancellor G.P. “Bud” Peterson. “I applaud our combined student and athletic department leadership for their vision and for working together so boldly and imaginatively.”

As part of the Zero Waste effort, Newport said food service contractor Centerplate, Inc. will convert nearly all food and beverage containers in Folsom Field to recyclable or compostable materials. Materials that cannot be converted this year, such as candy wrappers, will be separated from recyclable and compostable materials. He also said a special valet bike parking and storage facility will be available nearby on Franklin Field to encourage people to ride bikes to the stadium.

“CU students can take a great deal of pride in this new initiative,” said Victoria Garcia, tri-executive of the University of Colorado Student Union (UCSU). “Through this new initiative, I hope the University of



By designing waste out of the discard stream at Folsom Field, trash cans have been eliminated while recyclables and compostables are collected at 25 attended locations, pushing the University of Colorado toward victory with Zero Waste.

Colorado becomes a model institution for other schools to follow. This exciting new initiative was the result of great leadership and a partnership between athletics and UCSU’s Environmental Center. It’s an amazing testimony to CU-Boulder’s values and vision at every level.”

Four Green Star Schools Receive Grants for Zero Waste Parties

In 2008, our Zero Waste Green Star Schools program awarded four participating schools with a grant of compostable tableware for all class parties in the 2008-2009 school year. Columbine Elementary, Creekside Elementary, Mesa Elementary and Niwot Elementary will each receive enough compostable cups and plates for all Halloween, Winter Celebration, Valentine’s Day and End-of-the-Year parties.

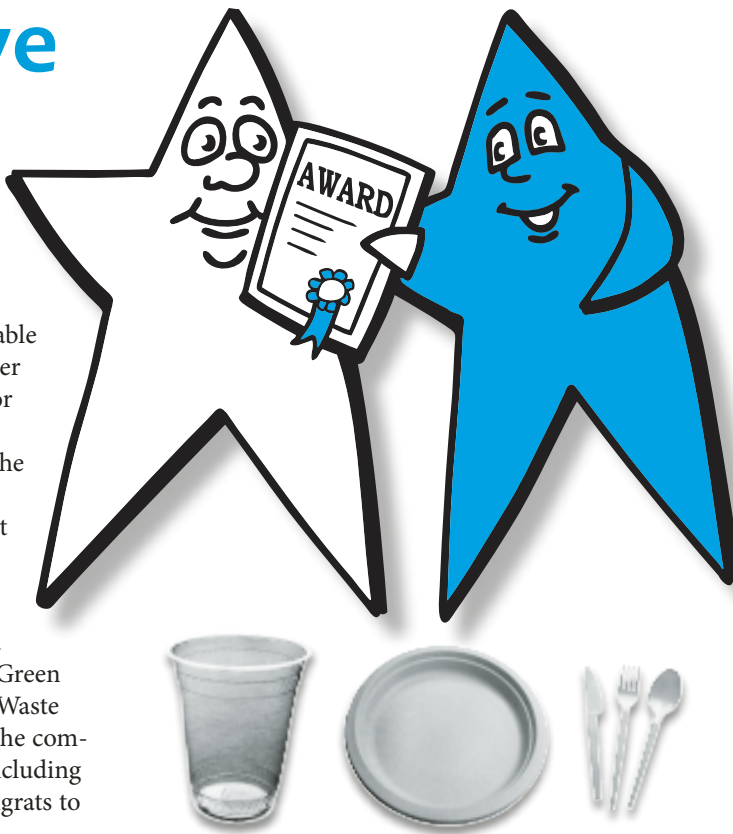
By increasing recycling rates and composting all food scraps and non-recyclable paper, Eco-Cycle’s seventeen Green Star Schools recover an average of two-thirds of all their discards. Students learn the importance of recycling and composting along with other lessons about understanding and caring for the environment from Eco-Cycle’s school program educators.


One challenge for our educators is teaching that plastic-coated disposable paper plates and cups—millions of which are used by consumers each year—must stay out of the compost stream. The plastic that lines these items does not decompose and ends up contaminating the nutrient-rich compost that is important for enhancing our farms

and gardens. Once in the soil, these thin bits of plastic could harm microorganisms and pollute nearby lakes and streams as they wash away.

These four schools will be provided with compostable cups and plates made from sugarcane, corn or paper without plastic lining. The use of these products for their annual class parties will provide the schools with an opportunity for hands-on learning about the problems with consuming and discarding plastic-coated disposable items. It will also keep important materials out of the landfill and help students and staff create clean, valuable compost.

The four recipients of the grant were chosen based on their participation in all aspects of Eco-Cycle’s Green Star Schools program, extra school-initiated Zero Waste activities and a viable plan to store and distribute the compostable items. All Green Star School programs, including this grant, are funded by various foundations. Congrats to our Green Star School grant recipients!



Click it!  View a full list of our Green Star Schools at www.ecocycle.org/atschool.

What You Need to Know About Digital TV Conversion

by David Reindel

You probably know that on February 17, 2009 television programming in America will cease analog broadcasting and transmit digital signals only. What you may not know is electronics are one of the fastest growing and most toxic components of our modern waste stream, and the digital TV transfer is only expected to make this problem worse.

In 2005, nearly two million pounds of electronic waste, or e-waste, were disposed in the United States and less than 20% was recycled. Electronics (like TVs and computers) contain harmful human health and environmental pollutants such as lead, mercury, cadmium and brominated flame retardants. When dumped as trash, they end up in landfills, leaching these substances into groundwater and soil, or are incinerated, releasing highly toxic dioxins into the air. In both instances, valuable resources are wasted.

Thanks to clever marketing, many Americans now believe their old televisions must be dumped and replaced with new ones. This is not necessarily true, so the first step is to get educated about whether you’re affected. Then, join the campaign to stop the irresponsible dumping of TVs and encourage manufacturers to design safer, more recyclable electronics and to take responsibility for their discarded products.

Do you need to replace your TV?

Despite the marketing hype about the digital TV transition, most people will be unaffected. For example, if you subscribe to cable, satellite or other paid TV service, you’ll be okay.

If you’re not a paid subscriber, the next step is to find out if your TV set is digital-ready. Most digital televisions (DTVs) have labels on them to indicate this. Look for words like Integrated Digital Tuner, Digital Tuner Built-In, Digital Receiver, DTV, ATSC or HDTV. If any one of these appears on your TV equipment, you’re good to go. Also, if your TV is newer than March 2007, you’re ready.

If you don’t have a DTV or receive service through a cable/satellite provider—this means you, rabbit ears—you’ll need a converter box. These are available online and at stores like RadioShack, Best Buy, Wal-Mart, Circuit City, Target, Sears and Kmart. Before shopping, visit www.dtv2009.gov and order up to two \$40 coupons toward the purchase of the converter boxes, courtesy of the National Telecommunications and Information Administration (NTIA). A basic converter box goes for \$50 to \$80. As with all your electronic purchases, make sure to look for the Energy Star label.

Out with the old, in with the new

If your analog-dependent tube is weary and you decide to retire it, you’ll want to recycle the old TV responsibly. Some electronics retailers and increasingly more manufacturers, such as Sony, LG, Zenith, Goldstar, Toshiba and Samsung, now take back and recycle their old electronics at no charge. This concept of manufacturers properly managing the entire lifecycle of their products, from design to discard, is called Extended Producer Responsibility (EPR) and is a significant component of Zero Waste. You can find more about these manufacturer programs at www.takebackmytv.com.

Locally, the Eco-Cycle/City of Boulder Center for Hard-to-Recycle Materials (CHaRM) accepts almost all electronic devices, including TVs, for reuse and recycling (see p. D of pull-out guide). Eco-Cycle also provides several satellite CHaRM collections in Longmont, Broomfield and Superior on an annual basis. Sign up for an e-mail reminder about upcoming collections in your community at www.ecocycle.org/charm.

The price of recycling electronics right

There is a cost to responsibly recycle electronic equipment because of

the labor-intensive process of demanufacturing it and the toxic components inside. Eco-Cycle is a proud signer of the Basel Action Network’s Electronic Recycler’s Pledge of True Stewardship. This means we will not work with processors who export hazardous electronic scrap to developing countries, and your e-waste will be kept out of landfills, incinerators and prison recycling operations. Learn more about the CHaRM, our guidelines and our environmental standards on p. D of the pull-out guide and at www.ecocycle.org/charm.

Beware of free electronics recycling events. Up to 80% of e-waste from the U.S. may end up being illegally shipped to developing countries where crude processing methods are creating health and environmental disasters. When “recyclers” pay for your electronics or “recycle” them for free, it’s likely the materials are being dumped overseas rather than being recycled responsibly.

Click it! 

DTV Information
www.dtv.gov
www.dtv2009.gov

Electronics Recycling
www.ecocycle.org/charm
www.grxrecycles.com

Extended Producer Responsibility
www.takebackmytv.com

Did You Know?

- ★ As much as 50-80% of U.S. e-waste is exported to developing countries where it is generally handled under conditions that are severely hazardous to the local environment and public health.
- ★ 70% of heavy metals in U.S. landfills come from electronic equipment discards.

- ★ E-waste is now the largest source of lead in municipal solid waste landfills, comprising 40% of the total.
- ★ Many modern electronics contain mercury lamps. These lamps, if not properly disposed of, can leach mercury into our groundwater. Mercury lamps are found in laptops, scanners, copy machines, flat screen monitors and TVs.

Source: Guaranteed Recycling Xperts

Local Businesses Reach for Zero Waste

by Erin Makowsky

In 2008, Eco-Cycle was honored to receive more awards than ever before in our 32-year history (see p. 2)! Two of these awards went to our Zero Waste Services program for businesses: The Boulder County Business Report and Connected Organizations for a Responsible Economy (CORE) each took notice of our unique and comprehensive recycling and composting services, coupled with Zero Waste consultations, that help businesses aim for zero.

Giving credit where credit is due, Eco-Cycle thanks the more than 800 Boulder and Broomfield County businesses going beyond traditional recycling with our Zero Waste Services. In addition to conserving resources and managing materials headed out the back door, these blue-ribbon businesses focus on managing resources coming in the front door. By buying more resource-efficient products that are non-toxic and ultimately reusable, recyclable or compostable, these businesses support Zero Waste with their purchasing dollars.

Here is a snapshot of four businesses working with Eco-Cycle to develop successful Zero Waste models in our community. Thanks again to all our Zero Waste community partners!



Along with being Zero Waste, Além International has rooftop solar panels to help meet energy needs.

Além International, Broomfield • 16 employees • www.aleminternational.com

Nestled in the heart of the Broomfield Tech Center, one small business is making big waves after reducing its trash collection 78% in the first month after joining Eco-Cycle’s Zero Waste Services program. Além International, which custom designs and organizes athletic events around the world, is creating an office environment where less is more. While the company also works to purchase materials with the highest percentage of post-consumer recycled content, Além’s staff focus on buying less and using durable products instead of disposables in the kitchen and break room. Ambient light is used in the office whenever possible, and occupancy timers on bathroom lights and faucets help conserve energy and water. In addition, an on-site wind turbine and 120 rooftop solar panels provide clean, renewable energy for Além, its downstairs tenant and the parking lot. Keep an eye out for refreshing new ways to minimize waste from the mission-driven employees at Além International.

Center for Resource Conservation, Boulder • 20 employees • www.conservationcenter.org

Living up to its goal of putting sustainable solutions into practice, the Center for ReSource Conservation (CRC), a community resource for renewable energy, green building, energy efficiency, water conservation and waste reduction solutions, has transformed its new office into a working model for Zero Waste. CRC staff created a Zero Waste station in the kitchen area with colorful and clearly-labeled recycling, composting and hard-to-recycle containers, leaving little room or need for the “trash/landfill” bin. CRC’s Special Projects/Sustainability Coordinator Stephanie Randall designed the program and says it shows how involved employees are in conserving resources. “Our Zero Waste station has been a great success,” she said. “Our bins are constantly filling up.”

If you need creative ideas for implementing an internal recycling program at your business or home, you’re in luck: The CRC walks the talk by encouraging businesses, residents and passersby to check out its Zero Waste office and see just how easy it is to have a convenient and effective Zero Waste program!



The Center for Resource Conservation (CRC) uses its Boulder office to illustrate how trash cans are nearly replaced when surrounded by bins for recycling, compostables and a unique “CHaRM bin.”



Google’s Boulder office has replaced its cafeteria trash cans with Zero Waste stations to recycle and compost the discards from the 132 meals served daily.

Google, Boulder • approx. 100 employees • www.google.com

In addition to recovering an astounding 18 tons of compostables with Zero Waste Services since October 2005, Google’s Boulder office is always finding new and creative ways of working toward Zero Waste and zero carbon. In September 2008, an annual tradition started when Google’s Green Committee engineered a hard-to-recycle drive. For an entire week, employees biked, bussed or drove their textiles, scrap metal, electronics, shoes and block foam into work for everything to be consolidated and transported to the CHaRM for recycling in one fell swoop. And while some employees consider the climbing wall and ping-pong table as the big perks of working at Google, many would argue the more fulfilling company benefit is the Self-Powered Commuter (SPC) program, where employees who bike, walk, pogostick, unicycle or otherwise self-power commute to work can earn points that translate into a donation from Google to their charity of choice.

Program manager and Green Committee member Chris Cronin said employees at the Boulder office work on projects that don’t consume much time to get running, but that make a big difference when compounded. “Everybody here’s really behind it,” Cronin said.

Webroot Software, Boulder • approx. 350 employees • www.webroot.com

Boulder-based security software company Webroot Software goes beyond being a good cybercitizen by integrating Zero Waste principles into all levels of its operation. Webroot switched to 100% recycled paperboard for its consumer packaging in the United States and Europe. The company’s newest product, Security SaaS (Software as a Service), provides a sustainable IT security solution that allows companies to share server space and equipment, reducing the need for extra energy-hogging electronics that too often end up in landfills. Webroot takes responsibility for this equipment by providing free recycling for the hardware SaaS displaces. The company is also making strides in reducing its carbon footprint: To offset the energy used by its customers’ computers, Webroot is bundling wind energy credits with upcoming versions of its consumer products. Webroot also purchases enough wind energy to completely offset the wattage used by both its Boulder headquarters and its North American data centers.



Making strides toward Zero Waste, Webroot Software’s Go Green Team, left to right: Trevor Masinelli, Liz Kenny, Nathan Pinder, Alex Berry and Scott Carson.

Photos by David Reindel

Click it! For a complete list of Zero Waste businesses, visit www.ecocycle.org/zws.

New Zero Waste Businesses!

Businesses taking Zero Waste further...

Want to support local Zero Waste businesses? It’s easy! Just look for these stickers.

Here’s a list of our new partners:

- Boulder Valley Credit Union, Louisville Branch
- Beau Jo’s
- CollectiveGood Mobile
- Phone Recycling
- Escape Velocity Systems
- Renewable Choice Energy
- Running River School
- WWR Real Estate Services

WE RECYCLE

WE COMPOST

WE USE ZERO WASTE PURCHASING PRACTICES

WE RECYCLE HARD-TO-RECYCLE MATERIALS

These community partners have recently signed up for additional Zero Waste Services:

- Advanced Thin Films
- Boulder Shelter for the Homeless
- Center for Resource Conservation
- Gaiam
- Namaste Solar Electric
- Pearl Izumi
- Whole Foods Market



Thank you to the following donors who contributed to Eco-Cycle from April 15, 2008 – Sept. 30, 2008.

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Boulder Farmers' Market Zero Waste Sponsors



El Pomar Foundation Youth in Community Service Clubs at La Veta High School, Louis Palmer High School and Ouray High School

Founders' Society

In 1976, Eco-Cycle rolled out a fleet of old school buses onto Boulder streets to collect recyclables. The vision of our founders made us part of the dawning of recycling in America. Today, Eco-Cycle is a leader in the new revolution in resource conservation: Zero Waste. The following individuals are part of the Eco-Cycle Founders' Society, a group of loyal supporters who have committed to annual gifts of \$1,000 or more.

Cindy Carlisle
Lee Ann Cast
Deborah Crowell
Steve Demos & Sheryl Lamb
Bradley Feld & Amy Batchelor
Richard Matsch

Sally Parsons
David & Janet Robertson
Edwin L. Wolff
Mary Wolff
Eriks Ziemelis

Zero Waste Champions

The following individuals have chosen to make an automatic, monthly contribution to Eco-Cycle. Their continual commitment and generosity help sustain our mission to build Zero Waste communities.

Laura Doane
Christina & Jeremy Haley
Jabe Hickey
Sally Parsons

Janet & William Kuepper
Eric Roth & Vicki Tiedeman
Linda Silverthorn

Single-Stream Updates

from page 1

Boulder County's goal of building a Zero Waste community by 2025. Not only does single-stream help divert more natural resources from the landfill, it frees up a second bin for haulers and communities to use for collecting compostable materials like food scraps and yard waste. Combining these two collections makes it possible to recover up to 80% of your discards, putting us well on the path to Zero Waste.

Communities throughout the county are taking advantage of the new possibilities. Visit www.ecocycle.org for a calendar of when single-stream recycling is coming to your community. You can also see which communities have passed ordinances to include compost collections, and which ones are considering the service for the future.

eco-cycle EXCHANGE



POST your free reusable goods

GET cool stuff for free

FIND garage sales and thrift stores

SAVE the planet!

www.ecocycleexchange.org

Eco-Cycle's Pocket Guide to Plastics

PLASTICS TO AVOID:

#3 PVC (polyvinyl chloride, sometimes labeled as V): PVC is commonly considered the most damaging of all plastics. It releases carcinogenic dioxins into the environment when manufactured or incinerated and can leach phthalates with use.

#6 PS (polystyrene): You'll find this code on your foam cups and "to go" boxes, as well as some clear cups and containers. Polystyrene can leach styrene, a possible human carcinogen.

#7 PC (polycarbonate): Polycarbonates can potentially leach bisphenol-A, a known hormone disrupter. PC is NOT to be confused with #7 PLA. See right.

REUSABLE ALTERNATIVES:

All plastics can leach chemicals under certain conditions, so avoid subjecting plastic containers to high temperatures (like in the microwave or dishwasher, from hot food or drink, or from direct sun). "Microwave safe" simply indicates the plastic won't melt in the microwave, not that it won't leach chemicals. Avoid using harsh detergents to clean plastics to prevent releasing additional chemicals.

For safer alternatives, use resealable glass containers to store and heat food, a stainless steel "to-go" coffee cup instead of plastic, and for water bottles, try a stainless steel bottle. These products are all available at Eco-Cycle's eStore at www.ecocycle.org/estore.

SAFER PLASTICS:

#1 PETE (polyethylene terephthalate): PETE is considered among the safest plastics, though some studies do indicate that repeated use of the same PETE bottle or container could cause leaching of DEHP, an endocrine-disrupting phthalate and probable human carcinogen.

#2 HDPE (high-density polyethylene): Some reusable sports bottles are a #2, and these are far preferable to the #7 versions.

#4 LDPE (low-density polyethylene) and #5 PP (polypropylene): Both are considered reasonably safe.

#7 PLA (polylactic acid): PLA is a safe, biodegradable, compostable (not recyclable) plastic made from corn starch or other plant sugars.

Clip and Save

7

Take Action for Zero Waste!

In this issue of the *Eco-Cycle Times*, you'll find many ways to strive for Zero Waste at home, at work, at school and in your community:

- Learn about the new #1 - 7 curbside plastics recycling program and the most important materials we still need you to keep OUT of the recycling bin. (p.1)
- Join Eco-Cycle Executive Director Eric Lombardi in a dialogue about using a new “capitalism-with-a-twist” approach to building local Zero Waste infrastructure. (p.2)
- Shop responsibly at Eco-Cycle's new eStore to get all the tools you need to move toward Zero Waste and zero carbon in your home or business. (p. 2)
- Discover how Zero Waste strategies are an important part of solving our climate crisis. (p. 3)
- Patronize one of the many businesses working toward Zero Waste with Eco-Cycle. (p. 6)
- Clip and save our “Pocket Guide to Plastics” to help you discern which plastics are safer to use and which should be avoided. (p. 7)

You can also make a personal, tax-deductible contribution to Eco-Cycle. Your gift will support Eco-Cycle's work to build a model Zero Waste community for the world.

To donate, please clip the coupon below or visit www.ecocycle.org.

Here is my gift of ☐ \$50 ☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1,000 Founders' Society ☐ Other \$ _____

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