



## The Economics of Going Green

With paychecks having to stretch further to accommodate the rising expenses of food and gas, saving money is a priority for most individuals and businesses. Look for tips throughout this and other newsletters, as well as your ReBusiness follow-up report, to find out how the 4Rs—reduce, reuse, recycle, and rebuy, can save money.

### In the news...

“Two factors are leading to the national rush to recycle: skyrocketing metal prices caused by a demand in developing countries, such as China and India, and rapidly rising food and fuel costs that are stretching paychecks to the limit.” MSNBC News

Visit [www.msnbc.msn.com/id/26036296/](http://www.msnbc.msn.com/id/26036296/) for the complete news story.



## Buy Green & Save Green

### **Q: What are the benefits of environmentally preferable purchasing?**

- A:** By carefully selecting environmentally preferable goods and services, agencies can:
- ✓ Strengthen the markets for such environmentally-friendly products and “green technologies,” making them more available to consumers as a whole
  - ✓ Maximize diversion of potentially reusable materials from the solid waste stream
  - ✓ Improve significantly their impact on the overall quality of human health and the environment
  - ✓ Set new standards for “best practices” for businesses and organizations
  - ✓ Reduce costs due to lower overhead, by avoiding waste disposal expenses, liability costs, or occupational health costs
  - ✓ Demonstrate their organization’s commitment to sustainability, and leverage positive publicity and promotion potential

Visit [www.FingerLakesBuyGreen.org](http://www.FingerLakesBuyGreen.org) for more information about green purchasing.



## ReBusiness Partners Program - Update

Since its launch in 2006, the ReBusiness Partners program has grown. The program which, started by providing waste assessments to business offices, has now expanded to work with businesses and organizations in other areas, including retail, restaurants, hospitality providers, schools, and farms.

To date, Tompkins County has performed waste assessments in the following:

- 33 County departments
- 59 businesses
- 12 schools

July/August 2008 Waste Assessments included:

- Cayuga XPress
- Ithaca Paint & Decorating
- Jerry Dell Farms
- Ithaca Bakery Catering
- Dryden High/Middle School
- Fall Creek Elementary
- Ithaca Bakery Catering
- College Town Bagels – all locations
- Manndible Café
- Rogue’s Harbor Inn
- Ithaca Biodiesel
- Ithaca High School
- Ithaca Bakery
- Ithaca Advantage

### **Did you know...**

The ReBusiness Partners Program has educational materials available to strengthen the waste reduction and recycling program at your school or business?

Contact Kat McCarthy at 273-6632 to receive any of the following items as part of the ReBusiness Partners Program:

- Recycling bin labels for paper and containers
- “Deposit Cans & Bottles Only” stickers
- “Confidential Paper Only” stickers
- Color posters, featuring tips specific to containers or paper
- Color desk card reminders

And did you know the 2007 *Re-Directory: A Guide to Reuse in Tompkins County* can be viewed online at:

[www.recycletompkins.org/data/TCSW 2007 Redirectory\\_1356.pdf](http://www.recycletompkins.org/data/TCSW%202007%20Redirectory_1356.pdf)





## National Public Lands Day

National Public Lands Day is the nation's largest hands-on volunteer effort to improve and enhance the public lands that Americans enjoy.

On this day in 2007, 110,000 volunteers built trails and bridges, planted trees and plants, and removed trash and invasive plants in 1,300 locations.

Celebrate on September 27 by sharing these recycling facts with your co-workers to encourage paper conservation in honor of the 15<sup>th</sup> annual National Public Lands Day:

- 🌍 On average, every American consumes over 730 pounds of paper a year, making the U.S. the world's greatest paper consumer. A 12-foot high wall stretching from New York City to Los Angeles could be built with our annual office and writing paper waste.
- 🌍 Paper waste comprises 40% of our municipal solid waste stream.
- 🌍 Recycling paper saves timber because wood pulp is by far the most commonly used source of cellulose fibers for making paper. It takes 24 trees to make a ton of paper.

## ReBusiness Spotlight: Alternatives Federal Credit Union



**Alternatives Federal Credit Union (AFCU)** is a Community Development Financial Institution, dedicated to building wealth and creating economic opportunity for underserved people and communities.

**AFCU** became a ReBusiness Partner in 2008 and is currently recycling corrugated cardboard, newspaper, office paper, mixed paper, glass containers, metal food and beverage cans, and plastic containers. The credit union also composts food waste.

Recently, **AFCU** began charging members a "tree fee" for a paper statement to further encourage the reduction of paper waste.

Additionally, the office is using 30% post-consumer copy paper, recycled content paper towels, as well as recycled, replaceable carpet squares and flooring.

**Alternatives Federal Credit Union** is located at 125 North Fulton St. in Ithaca and on the web at [www.alternatives.org](http://www.alternatives.org).



## Random Acts of Waste Reduction

That is--acts of kindness that are performed selflessly when it comes to the 4Rs.

Here are some tips for performing scrap paper Random Acts of Waste Reduction at your office;



- 📄 Put old paper in bins and reuse it for drafts, memos, messages, calculations, etc.
- 📄 Set aside a special tray in the copy machines for draft paper that has already been used on one side.
- 📄 Convert scratch paper into memo pads, telephone answering slips, and similar items.
- 📄 Bring your scrap paper to a local printing shop and ask them to cut the paper and bind it into a notebook for you.

Remember, the reuse of scrap paper acquires virtually no added costs and saves on both disposal fees and the cost of new paper!

Visit [www.recycletompkins.org/products](http://www.recycletompkins.org/products) and select the "Paper" category for more ideas on ways to reuse paper.



## Revitalizing Your ReBusiness Partners Program

Get employees engaged in the program:

- ➡ Send environmental/recycling fun facts or tips via email,
- ➡ Dedicate a set amount of time at staff meetings to allow for feedback and suggestions about the program,
- ➡ Encourage Creative Reuse – offer incentives for employees to think creatively about reducing their waste,
- ➡ Reward or highlight the efforts of individuals,
- ➡ Post information and/or motivational flyers in key locations,
- ➡ Arrange a presentation where Solid Waste representatives or other experts that can provide information and answer questions.