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August 2014 Newsletter



2014 Sustainability Summit
October 28 & 29, 2014
Embassy Suites, Downtown Lincoln

The 2014 Sustainability Summit - Road to Zero Waste is just around the corner, and will offer **valuable training in two tracks, one for community leaders and one for businesses representatives.** Zero waste is a hot topic in the 21st Century as businesses and communities feel the pinch of the issues that they face with regards to rising costs, recycling access, hazardous materials management, landfill siting and more, particularly in rural areas.

Participants are encouraged to look at the pre-conference workshops on October 28th. The business workshop will provide hands on training about the Nebraska Benefit Corporation law and the B Impact Assessment, an internationally recognized standard for sustainable business practices. Participants will hear from the first Certified B Corporation in Nebraska and others about the significance of this new type of corporation to their brand and management practices. The community workshop will be led by Eric Lombardi, international expert on zero waste and keynote speaker for the Summit. Mr. Lombardi will provide an in-depth look at the infrastructure and policies local leaders should consider to bring their communities closer to zero waste. The remainder of the day will be filled with tours, a reception and a public policy forum.



Keynote Speaker
Eric Lombardi

Day 2, October 29 will consist of the keynote address, Sustainable Business Awards Luncheon, breakout sessions, plenary discussion and vendor show. Participants can register for one day, both days for for the Awards Luncheon only. Take a look at the agenda below, and for more details, visit the Summit page on our web site, www.wastecapne.org/2014-sustainability-summit/

DAY 1 - TUESDAY, OCTOBER 28

8:00-12:00 pm Workshops (limited to 25 people each)

Workshop A: Zero Waste Community Planning

Workshop B: A New Corporate Model for Nebraska: Using Business as a Force for Good

1:30-5:00 pm Tours of Local Zero Waste Facilities

Tour A: Assurity Life Insurance Company, Nebraska Innovation Campus and Eco-Stores
Nebraska

Tour B: Recycling Enterprises and Prairieland Dairy

5:30-7:00 pm Reception

7:30-9:00 pm Public Policy Forum: Policies and Systems that Make Zero Waste Work

DAY 2 - WEDNESDAY, OCTOBER 29

8:15-9:15 am Keynote Address by Eric Lombardi

9:45-11:00 am Breakout Session

Session A: Results of the 2014 Nebraska Statewide Recycling Study

Session B: New Business Standards for Zero Waste Certification from the U.S. Zero Waste
Business Council

11:00-11:30 am Vendor Show

11:30-1:00 pm Sustainable Business Awards Luncheon

1:00-1:30 pm Vendor Show

1:30-2:45 pm Breakout Sessions

Session A: New Tools and Recognition Programs for Measuring Waste and Recycling Rates

Session B: Using Public Opinion Polling to Craft Strategy and Message

2:45-4:00 pm Plenary Session: Building Zero Waste Infrastructure

For more information on the Sustainability Summit or to register please visit:

<http://www.wastecapne.org/2014-sustainability-summit/>

Good Company Sustainability Business Training Program

WasteCap Nebraska has developed Good Company, a new sustainable business training and recognition program to replace the "Strive Towards Sustainability" program. The Good Company program utilizes the [B Impact Assessment](#), a free, online tool used by more than 15,000 businesses in 34 countries across 60 industries to benchmark social and environmental performance. The adoption of the internationally recognized B Impact Assessment standard ensures that Nebraska corporations will be on track to become a Certified B Corporation and/or a Nebraska Benefit Corporation if so desired.



Organizations that participate in the Good Company training and achieve a minimum score on the environmental section of the B Impact Assessment will qualify for a Good Company Eco-Seal and enjoy the recognition for environmental stewardship from WasteCap Nebraska regardless of the type of business entity in which they are organized.

Good Company training is provided in a workshop that will help jumpstart a new or existing green team so that it can move forward with confidence. Useful for Nebraska companies of any size, participants in the workshop will learn how to develop a sustainability management system to select, prioritize and manage projects; to organize their team to ensure its effectiveness and longevity; write a sustainability plan and prepare for sustainability reports. A green team with the right management system, people and tools will be able to accomplish its goals and integrate sustainability into its company's culture.

Nebraska Benefit Corporations, Certified B Corporations and the B Impact Assessment will be explored in detail during the 2014 Sustainability Summit workshop on October 28th.

The Workshop

The Good Company workshop features hands-on exercises to give participants the experience they need to work on their own. A minimum of two representatives from each company is requested for best results. Each participating company will be asked to take the B Impact Assessment prior to the workshop and bring the results. To inquire, contact Julie Diegel 402-436-2384 x1001.

GOOD COMPANY Green Team Training Workshop Schedule

Pre-workshop homework: B Impact Assessment

Course description *Section 1- Auditing Your Organization's Sustainability*

- * Sustainability Audit Tool exercise
- * Explanation of Sustainability Management System
- * Sustainability Management System audit exercise

Section 2- Organizing Your Green Team

- * Team Charter writing exercise
- * Organizing framework and principles
- * Team Charter: Vision and Values
- * B Impact Assessment review

Section 3- Getting Started with a Sustainability Management System

- * Aspects and Impacts exercise
- * Prioritize Focus Areas exercise
- * Brainstorm Projects exercise
- * Rank Projects exercise
- * Define project, project support, metrics, reporting
- * Gathering baseline data; tools
- * Integrating framework and principles with vision and long-term goals
- * Creating a Sustainability Management System calendar

Section 4- Communications

- * Stakeholder analysis exercises
- * Stakeholder communication planning
- * Writing a Sustainability Plan
- * Preparing for a Sustainability Report

Wayne's Green Move Out

The City of Wayne's Green Team sponsored a Green Move Out Week May 6-9, 2014 for students at Wayne State College. The purpose of the Green Move Out was to minimize the amount of reusable items that invariably go to the landfill when students leave the dorms. Volunteers sat by dumpsters and encouraged students to redirect their useable items for donation.



The Green Team partnered with a local consignment shop, Rustic Treasures, and a family thrift store, Micah's Closet, to resell or donate the salvaged items. Community members or students also found themselves exchanging or salvaging items at the dumpsters directly. By the end of the Green Move Out Week, Green Team volunteers had collected enough usable items to fill two storage units, which were later resold at Rustic Treasures. They were also able to donate five bags of apparel to Micha's Closet.

To ensure that students were aware of the Green Move Out Week, flyers were posted on campus and representatives from the Green Team and Rustic Treasures met with resident advisors of the dorms to promote the event. . They also hosted an information table and drawing for \$20 in local Chamber bucks outside the Wayne State campus cafeteria to reach a large amount of students at once.

A total of 25 student and community volunteers helped cover 68 hours of dumpster duty and were key in making sure that students were aware of the Green Move Out effort.

If you would are interested in organizing a Green Move Out in your college area, visit the sites below or contact Sandy Brown, Chair of the Wayne Green Team for questions on planning and logistics. (greenteam@cityofwayne.org)

[Wayne State Newspaper](#)

[Wayne Green Team Facebook](#)

UPCOMING EVENTS

LES Refrigerator/Freezer Recycling Program for Residential Customers Through October 31st

That old refrigerator or freezer in your basement or garage is probably costing more than you realize ([see how much](#)). Let us pick it up for free, and you'll receive \$35 for taking part. Need more reasons to recycle? Consider that refrigerators built before 1993 can use three times more energy than new high-efficiency models. Fridge and freezer recycling also has a very positive environmental impact because 95 percent of the components are reused. Read more <http://www.les.com/savings-energy/fridge-freezer-recycling>.

