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December 2014 Newsletter



We Need Your Vote! Vote for WasteCap Nebraska!

Last week we were notified that an article we submitted to "Open for Business Magazine" (central Nebraska's business magazine) was nominated for "The Resourceful Award".

The article titled, "Nebraska Embracing Business as a Force for Good", was written by Julie Diegel, Director of Sustainability Programs, and published in the April 2014 edition of the magazine. You can read it here: <http://www.openforbusinessmagazine.com/stories/Nebraska-Embracing-Business-as-a-Force-for-Good>

The article receiving the most votes in each category will win, and we think the competition will be tough! Voting closes January 31, 2015. Select the article title under the "Resourceful Award" category here: <https://www.surveymonkey.com/s/MMFGWWR>.

Thank you in advance for your vote! (Fingers crossed.)

Julie Diegel

P.S. Related to the article...If you missed my earlier email about taking the Quick B Impact Assessment to gauge how your company's sustainability practices stack up against others, you can access the free, confidential online assessment here: <http://bimpactassessment.net/wastecap>. It's fun and eye-opening!



zero waste

COMMUNITY ROADMAP

Cities Leading the Way

Many communities in the U.S. around the world are adopting Zero Waste strategies to drastically reduce what goes to their landfills. They aim to:

1. Recover resources that would otherwise go to waste
2. Create jobs and money from trash
3. Reduce negative impacts on the environment

The average recycling rate was about 35% in the U.S. in 2012. Yet, some committed cities, including Seattle, Portland, Austin, San Francisco and more are diverting more than 60% of discards away from landfills. They have done it by following Zero Waste strategies that use city policies, business partnerships and community education. They focus on reducing waste at the source and making recycling more accessible.

Fort Collins, Colorado is one of our neighbors that has adopted a Zero Waste plan. They stepped up their recycling rate to over 50% after passing two city ordinances. One was to include recycling with trash service at no extra cost, and the other was to charge for trash based on how much was thrown away.

Their new Zero Waste goal sets their sights on 75% diversion by 2020, 90% by 2025 and virtually Zero Waste by 2030. The plan has 4 main parts:

1. Changing the culture with new rules, incentives and marketing
2. Helping residents reduce and reuse through donation and repair
3. Composting organic materials to put nutrients back into the soil
4. Raising recycling requirements for construction and demolition projects.

Fort Collins hopes to avoid building a new landfill that would cost them \$20-\$80 million. Instead, they will invest \$12-\$16 million on Zero Waste infrastructure.

To learn more, and to see additional Zero Waste Spotlights visit www.wastecapne.org.

Assurity Life Insurance Wins Clothing Drive Competition

WasteCap Nebraska, Goodwill Serving Southeast Nebraska and YWCA Lincoln congratulate Assurity Life Insurance as the winner of the first annual America Recycles Day - Job Outfitters Competition in Lincoln. The competition was promoted internally by Assurity's Sustainability Task Force, and resulted in the collection of 426 pounds of clothing during the two-week event. State

Farm and Schneider Electric also participated in the inaugural event. Collectively, all three contributed more than 750 pounds of lightly used work clothing and accessories.



The clothing was sorted and weighed by Goodwill, and set aside for the YWCA Job Outfitters program. Job Outfitters provides vouchers for men and women to purchase interview and work apparel at all 6 Lincoln Goodwill stores. The Job Outfitters Competition will become an annual celebration of America Recycles day. Consider participating next year!

According to the [U.S. EPA](#), 85% of all discarded textiles - 12 million tons - are sent to U.S. landfills every year. By reusing good clothing, natural resources are conserved, greenhouse gas emissions are averted and landfill space is saved. What's more, the apparel is given a second life and a higher purpose by empowering low-income people seeking jobs.

UPCOMING EVENTS

2015 UNL Climate Masters of Nebraska Course

Starts January 15 through March 19, 2015, to register <http://climatemasters.unl.edu/>

Act Now to Receive LES Sustainable Energy Program Incentives

With less than \$200,000 left and the end of the year quickly approaching, Lincoln Electric System customers must act now to receive financial incentives available for energy-saving equipment and retrofits through the utility's 2014 Sustainable Energy Program.

<http://www.les.com/savings-energy/sep>

Attend a Meeting on LES' 2015 Sustainable Energy Program Incentives

If you are planning to apply for LES energy efficiency incentives in 2015, you must attend one of the meetings 8-9:30 a.m. on either Dec. 15 or 19 at Country Inn & Suites, 5353 N. 27th St.

November SLPS is now available on the NEW SLPS video playlist for 2014-2015

https://www.youtube.com/playlist?list=PL9Pllkxhgt4eVpLNPI5ljAFNoy4WZm_H



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