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January 2015 Newsletter



## Member Business Announcements

WasteCap introduces a new service for their members, Member Business Announcements. We want to help you promote your events and acknowledge your successes!



Simply fill out the Business Announcement Submission form and it will be published on our website and/or newsletter once approved. <http://www.wastecapne.org/member-business-announcements/>

Let us share your accomplishments at no charge to you. This includes: new employees, promotions, environmental related job openings, awards, events, new articles and announcements.



## Cities Leading the Way

WasteCap Nebraska works with businesses and communities to help them significantly reduce the amount of discards that go to their landfill. We know there's a lot we can do to reduce what we put in the trash, but for many of us, it takes a little push to change the way we have always done things.

What better reward than saving cash? Most utilities charge for usage, so we make efforts to save

power and water for a smaller bill. The same could be true for our waste utility.

Most towns in the US charge a flat fee for garbage pickup, whether your can is full or empty. But that's changing, as more towns are starting Pay as You Throw (PAYT) programs. These charge for service based on the volume of trash. That way, people who are sending less to the landfill pay less on their bill, too. When coupled with convenient recycling sites or curbside service, it only makes sense to take the extra couple minutes to put recycling in the other bin and save.

Pay as You Throw makes sense for equity, economy and environment. It's fair because the costs of transporting and landfilling extra trash are paid by those who pollute more. It's good for the economy because cities save money at the landfill; and expanding recycling creates over 10 times more jobs than landfilling. Waste reduction is good for the environment, too. Reduce and reuse decreases the pressure to make new products; and less stuff ends up in the dump. Keeping stuff out of landfills extends their life and reduces their negative impacts.

Unit-based pricing (PAYT) is the most effective way to encourage people to reduce, reuse and recycle, and it is a key component of a Zero Waste strategy.

To learn more, and to see additional Zero Waste Spotlights visit [www.wastecapne.org](http://www.wastecapne.org).

## Help WasteCap Nebraska Win the Resourceful Award! Voting Ends January 31, 2015

An article submitted by WasteCap Nebraska to the "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.)

## UPCOMING EVENTS

### January 14 Green Team Roundtable

Cross Training Center will host WasteCap Nebraska's January 14 Green Team Roundtable at their headquarters, 5030 N. 72nd Street in Omaha. The meeting runs from 11:30am to 1:00 pm and includes a zero-waste lunch. To register, visit <http://www.wastecapne.org/january-14-green-team-roundtable/>. The registration deadline is January 12 at 4:00 pm. Cost is \$10 or \$8 for WasteCap Nebraska and Green Omaha Council members.

## ANNOUNCEMENTS

### **Northeast Recycling Council (NERC) has completed its Simplifying Environmentally Preferable Purchasing Project**

NERC developed Model Environmentally Preferable Purchasing Specifications and Purchasing Guidelines for paper, toner cartridges and office supplies. To learn more visit <http://nerc.org/projects/completed-projects/2014/simplifying-environmentally-preferable-purchasing#articlestart>

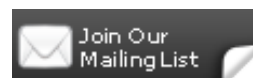
### **LES Sustainable Energy Program Helps Businesses Save Money**

If you are planning a project that will increase your business' energy efficiency, you may qualify for financial incentives from LES Sustainable Energy Program. For additional information visit

<http://members.questline.com/article.aspx?articleID=31257&accountID=1115>



WasteCap Nebraska  
402-436-2384  
[www.WasteCapNE.org](http://www.WasteCapNE.org)



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WasteCap Nebraska | 610 J Street, Suite 300 | Lincoln | NE | 68508