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November 2014 Newsletter



## Support WasteCap Nebraska by shopping at AmazonSmile

When you shop at AmazonSmile, Amazon will donate 0.5% of the purchase price of eligible products to the charitable organization selected by their customers. Use the following link to support WasteCap Nebraska:

<http://smile.amazon.com/ch/20-1946040>

Remember WasteCap when you do your online shopping this holiday season and all year round!



## Is Zero Waste Possible?

Communities across Nebraska and Cities throughout the U.S. and the world are adopting Zero Waste plans to drastically reduce what ends up in their landfills. But, how is that even possible with all the stuff we throw away?

Nature has a model. In nature there is no waste. The end products of one cycle are the materials for others. In eco-talk, we call this "closing loops". Zero Waste is all about closing loops and helping people along the way by making efficient use of materials and making it easy to reduce, reuse and recycle.

To get to Zero Waste, it takes Government, Business, Community and Individual commitment to actions that include:

1. Expanding infrastructure to include facilities for:
  - a. General recycling
  - b. Food and yard waste composting
  - c. Construction material reuse and recycling
  - d. Hard to recycle items like computers and mattresses;
  - e. Repair, rental, and resale of a wide range of goods and equipment
2. Basing disposal rates on how much garbage sent to the landfill, so that recycling saves money. (Imperial has this system)
3. Requiring producers to share responsibility for the costs of recycling and disposal, instead of all the costs being covered by tax dollars and consumer service fees. This usually happens through *Extended Producer Responsibility* laws. Manufacturers then have an incentive to design products with materials that are easier to recycle, are more durable and produce less waste.
4. Supporting markets for recycled products by purchasing recycled materials.
5. Banning specific materials from landfills.
6. Educating the public to see the value in a Zero Waste effort and understand the systems and services available to them.

Many cities around the world that have employed these strategies are reducing 75% of discarded materials from the landfill, while boosting their economies through the recycling and reuse sectors.

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

## America Recycles Day Competition

Three WasteCap Nebraska member companies are participating in a YWCA Job Outfitters drive in honor of **America Recycles Day** (November 15). State Farm, Schneider Industries and Assurity Life Insurance Company are competing to see who can collect the most clothing and accessories by weight from November 9 through the 22nd. The winning company will be announced in the early December edition of WasteCap's newsletter and in the Business Achievements section of the Lincoln Journal Star and receive a work party of their choice.



The drive is a joint project of Goodwill Industries of Southeast Nebraska, Lincoln YWCA Job Outfitters program and WasteCap Nebraska. For more information, contact Brett Kelly at 402-436-2384 ext. 1005, [bkelly@wastecapne.org](mailto:bkelly@wastecapne.org). Visit [ywcalincoln.org](http://ywcalincoln.org) to learn more about Job Outfitters.

## Sustainable Rebuilding Post-Disaster: The Story of Greensburg, Kansas

Thursday, December 4, 2014, 3:00 pm to 5:00 pm

Mayor Bob Dixson of Greensburg, Kansas will talk about rebuilding after a tornado leveled their community in 2007. From sustainable buildings to municipal infrastructure, the City of Greensburg

considered costs, the environment, and the impact on its residents as they rebuilt strategically for the future. Mayor Dixson will discuss Greensburg's story, renewable energy, the heritage of sustainability in the Heartland, and how he believes we can make a better place for future generations. For more information: <http://www.mccneb.edu/cps/green/slps.asp>.



## UPCOMING EVENTS

### FREE Construction & Demolition Waste Recycling Online Course

Tuesday, December 2, & December 9, 2014, 10:00 am to 2:00 pm, to register <http://www.wastecapne.org/construction-demolition-waste-recycling-online-course/>

### December 10 Green Team Roundtable

Bosch Security Systems, 8601 Cornhusker Hwy, 11:30 am to 1:00 pm. Cost is \$10 or \$8 for WasteCap Nebraska members. To register <http://www.wastecapne.org/december-10-green-team-roundtable/>



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



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