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February 2015 Newsletter



Get Recognized!

WasteCap Nebraska will recognize member social and environmental achievements at the Annual Awards Luncheon on October 6, 2015. Please review the following awards in order to plan for your organization's application, due August 15, 2015. More information on the Awards Luncheon will be provided in future communications.



Sustainable Business Award Descriptions

Service Provider of the Year

This award is presented to a service provider that delivers innovative sustainable business services, including, but not limited to recycling, composting, energy and resource conservation, renewable energy, take-back programs and general sustainability services. The recipient applies the highest possible standards for responsible resource management.

Commonwealth

The Commonwealth Award recognizes a business or organization that gives its time, talent and treasure to the community in which it operates in order to improve the natural environment, or health, welfare and common good of all stakeholders.

Sustainable Business of the Year

The Sustainable Business of the Year Award is presented to a business or organization with an active Green Team that incorporates holistic, sustainable best practices in Governance, Management, Purchasing, Energy, Waste, Facilities, Employees, Customers, Community, and/or Transportation.

The Green Team of the Year

The Green Team of the Year Award recognizes a highly-organized, mature green team with the capacity to sustain itself and engage employees. The team will have implemented a system to identify impacts, set goals, prioritize and implement projects, measure performance and review their processes.

The Member of the Year

The Member of the Year Award is presented to a WasteCap member that has demonstrated loyal support for WasteCap Nebraska through participation in events, by volunteering time, treasure or talent, and by taking advantage of WasteCap member services. The award winner may be a business member or an individual member.

Zero Waste

The Zero Waste Award recognizes a business or organization that has made a significant effort to reduce inputs, reduce waste, recycle and/or reuse by-products, and strive for a closed loop system in materials handling. Zero Waste is defined as a landfill diversion rate of 90%.



We all know the 3 Rs of Reduce, Reuse and Recycle. Many a song has been written about them! Although these three are still as true and important as ever, we need to dig a little deeper to reach Zero Waste.

INTRODUCING ALL THE NEW Rs:

Reduce. The first and highest priority step is to reduce! **Refuse** plastic shopping bags, individually wrapped disposable items, and products with excess packaging. Plan meals and use proper storage to save food from spoiling. Producers are encouraged to reduce the materials they use for products and their assembly.

Reuse. Here, products are made to be used again and again, and/or made to be disassembled with reusable parts. Donate usable goods instead of tossing them. **Repair** broken items instead of buying new ones. Choose durable products that **Retain** their use and value.

Recycle. Products that can't be reduced or reused should be made to be recycled. Organic materials like food and paper should **Rot** to make compost that feeds the soil. Think of the highest and best use of a product or material before you choose where to leave it.

Rethink. How can we **Reconnect** production loops so that discards become prime materials for new items? We can ensure that our production systems are **Renewable** by requesting **Redesign** of products for sustainability, and demanding **Responsibility** from producers and consumers for disposal. We need to **Redirect** funds and incentives from disposal-based systems to **Resource Recovery** systems.

When we stop treating our resources like trash, we can **Regenerate** our local economies, our climate and our future.

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

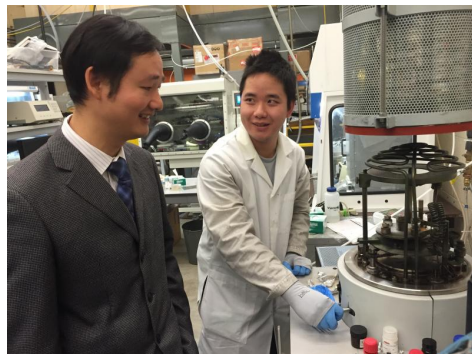
E-Scrap on NET (Nebraska Scientist Looks to end Electronic Waste)

The Environmental Protection Agency says electronic waste is the fastest-growing component of the waste stream.

Electronics often contain hazardous materials which could pose health risks if they leach into groundwater. But one Nebraska researcher says the day may come when throwing your phone or TV away won't impact the environment at all...at least that's the hope of Jinsong Huang, an assistant professor of mechanical and materials engineering at the University of Nebraska-Lincoln.

From his lab on the UNL campus, Huang is leading a team that's developing organic transparent transistors--which means he's found a way to use natural materials to make electronic screens -- screens that could go into computers, TV's, phones, and more.

For the complete article and interview with Carrie Hakenkamp, Executive Director of WasteCap Nebraska click on this link [NET interview](#).



UPCOMING EVENTS

Watch Party Hosted by WasteCap

Join WasteCap Nebraska for a special opportunity to hear from **Adam Hammes** during his webinar presentation, ***Sustainability Advocacy: Leverage Your Emotions, Avoid Burnout, and Influence for Good***. The presentation can be viewed at a watch party on **Thursday, March 5 from 3:30 - 5:00 p.m.** at Firespring, 1201 Infinity Court in Lincoln or online via the live stream.

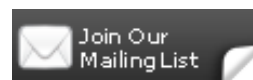
Earth Day 2015

Mark your calendars for the upcoming Earth Day Celebrations:

April 18th; Lincoln
April 19th; Wayne
April 25th; Omaha
April 26th; Bellevue



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