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February 2015 Newsletter



Sustainability Leadership Presentation Series Watch Party hosted by WasteCap Nebraska

Sustainability Advocacy: Leverage Your Emotions, Avoid Burnout, and Influence for Good presented by Adam Hammes

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.



Adam Hammes will share how his experience of life, work, and family shifted profoundly as he learned to connect with people less-passionate about environmental sustainability, communicating his beliefs in ways that moved others to action. His story is profoundly unique, spanning his rural, conservative upbringing... to time spent as an environmental educator... a community organizer and non-profit founder... an award-winning corporate sustainability professional... an adjunct university business professor... a successful sustainability consultant... and director of a state sustainable business association. Join us to learn from Adam about emotional stages and myths of advocacy, stages of influence, and other topics that can help you be a sustainability leader.

For more information and to connect to the live stream: www.wastecapne.org

zero  waste
COMMUNITY ROADMAP

Incentives for Diversion

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 use less energy 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. Pay As You Throw encourages better behavior by rewarding less consumption and discouraging wastefulness. Keeping materials out of the landfill 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.

"Water" on Tap for February 18 Green Team Roundtable Discussion



WasteCap Nebraska, in partnership with Aqua Systems and Lincoln Water System, will host a Green Team Roundtable meeting to discuss water related issues that affect business and the community. The meeting runs from 11:30 a.m. to 1:00 p.m. at Lincoln Water System headquarters, 2021 N. 27 Street in Lincoln, and includes lunch. Participants will get to see and learn about Aqua System's mobile hydration station, designed for free water dispensing at outdoor events.

Aqua Systems is a water treatment company that specializes in high-quality water softeners, drinking water systems, water purification, problem water solutions and large scale water solutions for business and industry. They provide service to South East Nebraska and are part of a national company that has over 300 dealers nationwide.

Registration is required at www.wastecapne.org/water-tap-february-18-green-team-roundtable/. Cost is \$10 or \$8 for WasteCap members.

What do you do with leftover medications?

What do you do with leftover medications? Flushing them contaminates our water, and leaving them at home poses a risk of accidental poisoning to our children. The Pharmacy Association received a grant to help local pharmacies across the state provide free take back programs for unused medications. A coalition of local, state, and non-profit organizations have joined together to educate the public about drug disposal and create a statewide program in which local pharmacies are able to collect these drugs and dispose of them in a safe way.



Safe disposal of these drugs can help safeguard both our health and environment. A recent study found detectable levels of prescription medications in 80% of US waterways, including in Nebraska. The Centers for Disease Control has classified prescription drug abuse as an epidemic. They state that these drugs are the second most commonly abused drug after marijuana, and that 15.3 million people over the age of 12 abused prescription drugs last year.

Check with your local pharmacy to see if they are collecting medications, or search for participating branches at www.leftovermeds.com



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