

IN THE LOOP!

Free newsletter of MassRecycle, the Massachusetts Recycling Coalition

Issue #3, January-February 2008

Stop Throwing Away Money MassRecycle kicks off campaign to recover more paper



Our state's Department of Environmental Protection (MassDEP) estimates that every year, state residents and businesses throw out 1.5 million tons of paper, with an estimated value of more than \$100 million.

Are we really throwing away money? Who would pay for our paper if we recovered more of it?

Actually, today, paper from your recycling bin is in high demand

nationally and even internationally. Some of the recycled stock for the *Boston Globe* and other newspapers is collected right here in Massachusetts communities. The book cover for the latest Harry Potter book was made from recycled paper generated here in Massachusetts. The demand for recycled paper is so high right now that some cities and towns not only save money by not sending paper to landfills, but they actually get paid for recycling it. For example, the City of Newton saves over \$130 in trash disposal costs and earns over \$40 per ton of paper that is recycled. That's a combined savings of \$170 per ton of recycled paper for the community!

So, why do we continue to throw away money by putting paper in the trash? For one thing, many of our friends and neighbors do not know how valuable paper is, and which of the paper products they use are recyclable. The recycling industry has come a long way. Today, envelopes and other packaging with cellophane windows, office paper with staples and paper clips, cereal and other dry food boxes, and more are all recyclable!

More on the next page.

About MassRecycle

MassRecycle is a statewide coalition of individuals, governments, businesses, institutions and non-profit organizations dedicated to realizing and promoting the vital environmental, social and economic benefits provided through reducing, reusing, and recycling waste materials and increasing the utilization of recycled products. For more information, visit www.MassRecycle.org. Join us today and help our efforts!



Waste Fact:

1,500,000

tons of recyclable paper still
thrown out in Massachusetts

Greening the NFL ...and Your Local Stadium



Stadiums tend to rake up tons of waste from plastic and aluminum beverage containers to large amounts of cardboard, thereby constantly increasing the cost of trash disposal.

This could be a reason why some stadiums consider recycling, which has proven to be a more financially attractive option. The recycling program at SBC Park - home of the San Francisco Giants major baseball league recycled over 1,760 tons of materials in 2004, and saved approximately \$100,000 on garbage disposal.

The NFL has also been slowly introducing green elements into their events for about 14 years now. Recycled souvenirs and donations of leftover food to food banks are just two of the green gestures that they have made in the past.

But how do stadiums tackle the issue of the fuel used to power the stadium, transport fans, and deliver supplies? This year the NFL is going a step further and buying certificates that offset the amount of carbon generated through the use of electricity during the Super Bowl.

More on the next page.

Stop Throwing Away Money *(continued)*



Eager to encourage people to recycle more, MassRecycle has created the **Mass Recycles Paper! Campaign** – a public media campaign focused on paper. In July, MassDEP and MassRecycle sent a letter to all 351 municipalities asking them to sign a resolution in support of the Campaign. Communities that sign the resolution agree to educate their residents about the importance of recycling paper, encourage their residents to fully utilize existing recycling services, and to make sure that recycling is available in all municipal buildings.

To date, over 150 municipalities have joined the campaign (to see if your town has, visit www.massrecyclespaper.org/join-us). Once a municipality joins the Campaign, they receive a *Grassroots Guide to Recycling More Paper*. The Guide contains ready-to-use press releases, op-eds, and other outreach materials a city or town can use to start its own local paper campaign. The Guide also contains two important tools. The first is a calculator to determine how much money a municipality can save by recycling more paper. The second is a list of paper types that can be recycled in Massachusetts. MassRecycle surveyed all the mills in Massachusetts to develop this comprehensive list. The Campaign is asking municipalities to review this list and update their existing outreach materials to reflect the wide array of paper items that can be recycled. The list, and all the other documents in the Guide, can be found on the Campaign web-site at www.massrecyclespaper.org.

The Campaign is now working to develop public outreach materials to be used in an advertising campaign. Visit us online to get the latest paper recycling information!

Checklist: Boost your paper recycling today!

In addition to newspapers and magazines, cardboard boxes, cereal boxes and phone books, look at the checklist of other items that can be recycled:

- Junk mail and envelopes** – windows are ok!
- Office paper** – paper clips and staples are ok!
- Toilet tissue and paper towel cores**
- Shredded paper** – place it into a paper bag and seal/staple the top
- Spiral notebooks** – spirals are ok!
- Hardcover and paperback books**
- Newspapers and inserts**

The full list is available at www.massrecyclespaper.org

Greening the NFL *(continued)*

Also, in an attempt to make the event carbon neutral, hundreds of native tree samplings are being planted.

These new additions to the NFL's green campaign came after working with the U.S. Department of Energy. Their research included calculating how much carbon will be emitted during the football game. It did not take into consideration however, the carbon emissions created through transportation to the host city.

Of course, there are ways to make a stadium greener that anyone can try. Here are a few tips from The United States Environmental Protection Agency (EPA) to get your started:

- Instruct janitorial staff to conduct two separate "picks" after the game or event -one for recyclables and one for trash.
- Enlist volunteers to collect the recyclable materials after a game or event.
- Place recycling bins beside trash receptacles to make it easier for fans to recycle.
- Educate fans and visitors about what materials are recyclable and where the bins are located.

For more tips on how to green your sporting events or to learn about how the EPA's suggestions have been successfully used at stadiums across the country, please visit:

www.epa.gov/epaoswer/osw/conservation/venue/venues/stadiums.htm

Stay in the Loop! This newsletter is also published online.

Get a link to the next issue by doing one of the following:

- Sign up online at www.MassRecycle.org using the "Ask the Staff" button or,
- Complete the form below and mail it to MassRecycle, Inc., 198 Tremont Street, Box 143, Boston, MA 02116

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