



**Additional Background Information on the Winners
of the National Recycling Coalition's Annual Awards
Presented September 9, 2002, in Austin, Texas**

Beth Brown Boettner Award – Outstanding Public Education
CONNECTICUT RESOURCES RECOVERY AUTHORITY
Hartford, Connecticut

Connecticut Resources Recovery Authority (CRRA) is a quasi-public entity empowered by state statute to implement solid waste disposal, recycling and resources recovery systems, facilities and services. CRRA operates the two largest residential regional recycling facilities, located in Hartford and Stratford, Connecticut.

CRRA realized early that public education plays a vital role in successfully implementing a regional residential program. A program was initiated including media campaigns, special programs, such as electronics recycling, and two unique museums, The Mid-Connecticut Project Visitors Center, Hartford, and The Garbage Museum, Stratford. The museums feature interactive exhibits about recycling and integrated waste management, a mezzanine that overlooks the container processing operation, a lending library, loan kits, special programs and projects. More than 416,500 children and adults have toured the museums.

CRRA's initial capital investment in recycling and in the museums exceeded \$1.2 million. This recycling public education effort and CRRA's broad reach within Connecticut, both to municipalities and residents, demonstrates its recycling education leadership.

Contact: Thomas P. Gaffey, Recycling and Environmental Education Division Head, (860) 757-7735 or TGAFFEY@CRRA.org

Contact: Cheryl L. Burke, Education Centers Director, (860) 247-4280 or CBURKE@CRRA.org

NRC Recycler of the year – Lifetime Achievement
RUTH GALANTER, COUNCIL MEMBER – CITY OF LOS ANGELES
Los Angeles, California

As a City of Los Angeles Council member, Ruth Galanter has championed over 50 council motions, introducing city policy that developed countless recycling programs for the city's four million residents. During her first year in office in 1987, she led the efforts to launch the state's first integrated curbside residential and commercial program. It incorporated an economic development unit, one of the first in the country to recognize the need for industry and market development of recyclables. She helped establish a comprehensive city facilities recycling program targeting the city's 40,000 employees in over 600 facilities

and the city's Buy Recycled Program, including the Recycled Procurement Ordinance and 10% price preference amendment, which uses the city's purchasing power to encourage recycled products in over 27 categories. She worked on turning the entire city into a Recycling Market Development Zone that the state approved for designation in 1993. Her legislation has brought the city to a 58.8% diversion rate in 2000 and is now leading it towards 70% in the very near future.

Contact: Ruth Galanter, Council Member, (313) 485-3357 or galanter@council.lacity.org

Fred Schmitt Award – Outstanding Corporate Leadership

TARGET CORPORATION

Minneapolis, Minnesota

Target Corporation's mission is to be the retailer of choice in the discount, middle market and department store retail segments. By focusing on trend leadership, excellent guest service, exciting team member opportunities, and community outreach, the company creates long-term shareholder value. Last year Target Corporation was able to recycle 300,000 tons of materials nationwide. Additional waste was reduced through salvage programs and donations of unsaleable items to charitable organizations and humane societies, when possible.

Target Corporation is committed to its communities and to the planet. The company seeks healthy, long-term growth by saving energy, increasing recycling and being respectful to our effects on the communities and ecosystems. Target Corporation is proud of its recognition and commitment to reducing, reusing and recycling, and is committed to staying atop of and developing industry trends to lead the way to a zero-waste company.

Contact: Rodger Anderson, Environmental Program Coordinator, (612) 761-4923 or RodgerD.Anderson@target.com

Tim McClure Award - Outstanding Environmental and Community Leadership

EASTERN ILLINOIS UNIVERSITY

Charleston, Illinois

Eastern Illinois University has a unique program. The recycling coordinator works with individuals, departments, and contractors to recycle items such as paper, cardboard, books, magazines, metal, #1 PETE, toilets, and many other materials.

Eastern tries to educate the university community on reducing the amount of waste. Everything the university can recycle saves disposal fees and landfill space.

Eastern's paper recycling system is set up so that everyone participates. The person at the desk will sort the recyclables from the trash. He or she will take them to a central location (usually within the department) and place them into a Rubbermaid Slim Jim container. The Building Service Worker will take the recyclables to the containers outside the building. The recycling department will collect the recyclable materials from outside the

building and deliver them to CCAR Industries. CCAR is contracted to sort, bale and market our materials.

Eastern Illinois University is dedicated to the prospect of a cleaner environment for the future. By eliminating waste to landfill, Eastern is doing its share to provide a better environment for future generations.

CONTACT: Allen Rathe, Recycling Coordinator, (217) 581-7022 or osalr@eiu.edu

NRC Outstanding Community or Government Program
BALTIMORE COUNTY BUREAU OF SOLID WASTE MANAGEMENT
Baltimore, Maryland

Baltimore County's Bureau of Solid Waste Management has successfully demonstrated that it is possible to design and implement an efficient recycling and waste prevention program that meets the needs of its residents, while working with existing trash collection equipment and a limited budget.

By implementing the "One & One" Collection Program (one trash and one recycling pick-up per week) and initiating an aggressive mixed paper campaign, Baltimore County's recycling rate increased by 150% since the first drop-off center opened 10 years ago. In 2000, the County set an all-time record for residential mixed paper collected in Maryland in a year.

The Bureau's belief in waste prevention, combined with its leadership role in the recycling community, helped to pass the legislation that established Maryland's new voluntary waste diversion goal of 40% by 2005. This legislation also created a waste diversion credit of up to 5% to encourage jurisdictions to create or expand their waste prevention programs.

Contact: Charles Reighart, Recycling and Waste Prevention Manager,
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NRC Outstanding School Program
STANFORD UNIVERSITY
Stanford, California

Stanford University's recycling program began in the late 1970's. Stanford formed a unique partnership with its waste hauler, Peninsula Sanitary Service, Inc. (PSSI), to develop a comprehensive recycling program that involves the entire campus community. PSSI provides services to all areas of campus, including collecting, processing, and marketing recyclables, operating a community recycling center, and educating the campus on the 5 Rs.

Stanford University's 5R program recycles bottles and cans and paper, scrap metal, plastic bags and electronic scrap. The construction and demolition program recycles wood, concrete, dirt, asphalt, metal and drywall. The organics program includes yard waste and manure composting, grinding logs into wood chips, chipping brush into mulch, and grasscycling. During student move-out, charitable organizations collect reusable goods.

Finally, PSSI's education program provides information on source reduction, reuse, recycling, buying recycled, and composting to the campus community. In 2001, the campus community diverted 53% of its waste from the landfill.

Contact: Julie Muir, Community Relations Manager, (650) 321-4236 or juliem@pssi.stanford.edu

NRC Outstanding Recycling Innovation – Product or Process
UNIVERSITY OF OREGON CAMPUS RECYCLING
Eugene, Oregon

The University of Oregon's Campus recycling program was started by students in 1989. It now employs 45 students plus 5 full-time staff. Beyond servicing 2000 collection sites, the program has put a lot of hard work into developing and implementing waste reduction strategies at large events. This effort includes: pre-cycling, recycling, creation of a new compostables collection, and reuse (purchasing reusable plates/forks). These efforts are reducing waste up to 22% while maintaining recovery rates over 80%. This model includes organizing large groups of volunteers and the introduction of a process for going beyond standard recycling to create a compostables waste stream. The success of this innovation is taking waste reduction to new heights.

Contact: Karyn Kaplan, University of Oregon Recycling Program Manager, (541) 346-1545 or knowaste@oregon.uoregon.edu

NRC Outstanding Market Development
Texas Landfill Management, LLC (Organic Conversion)
San Antonio, Texas

Organic Conversion innovatively identifies and processes source-separated organic waste streams that have historically been added to the landfill burden, combines them with supplementary waste streams, and creates over 50 different organic products, which it then markets to retail and wholesale markets throughout the Southwest (Texas, New Mexico, and Arizona). TLM facilities have succeeded in diverting 122,455 tons of compostable materials away from landfill disposal (in perspective, the City of Austin generates approximately 115,000 tons of solid waste per year).

This business model results in not only closing the environmental loop and creating a sustainable project, but also positively impacting the economy at a retail level. This award-winning program continues to grow exponentially.

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