



**WASTECAP NEBRASKA
E-NEWSLETTER
DECEMBER 2007**

Waste Reduction at WasteCap.... In an effort to reduce office paper waste at your office and ours, WasteCap utilizes an electronic newsletter. Past e-newsletters can be found on our website under the [“Archives”](#) tab. Check out our website at www.wastecapne.org for the latest events, publications, and new member listings for WasteCap Nebraska.

WHAT’S NEW FOR DECEMBER 2007:

- ◆ [WasteCap News](#)
WasteCap Welcomes New Members
- ◆ [Upcoming Events](#)
Lincoln Green Drinks
- ◆ [WasteCap Across Nebraska](#)
Midland Recycling’s Environmental Education Trailer Reaches Out to Largest Number of People Yet
- ◆ [Electronics Update](#)
Television Recycling Looks to Manufacturers for Support
Veolia Environmental Services Develops Recycling Program
Japan Testing New Ethanol Market
- ◆ [In the News](#)
Have a Very Green Holiday
Anheuser-Busch Closing the Loop
Recycling Made Easy
- ◆ [Market Corner](#)

WASTECAP NEWS

WasteCap Welcomes New Members

WasteCap Nebraska would like to welcome new members, LifeSpan Technology Recycling, Lincoln Tent and OPPD.

LifeSpan Technology Recycling is a national computer recycling and data destruction company providing turnkey management of unwanted or end-of-life IT, voice, and data networking equipment. Rather than using scarce IT

resources to manage the disposal process - companies choose LifeSpan to facilitate the logistics, recycling, and resale of equipment while minimizing the environmental and data security risks.

Key benefits of utilizing LifeSpan include:

- **An efficient network of nationwide facilities** which lowers the cost of transportation and logistics. LifeSpan has a full service recycling facility in **Omaha**.
- **Enhanced information security** through a rigorous data destruction program (both physical and software based)
- **Consistent environmental stewardship and risk management** via adherence to a well documented Environmental Management System.
- **Comprehensive logistics management services** – including the ability to package and transport any quantity of equipment for processing in North America.
- **A single point of contact** to manage remote facilities at a consistent level of service in processing and reporting
- **Investment recovery programs** that can significantly lower the total cost of ownership through resale/reuse of assets with remaining end-of-life value
- **One vendor for all** computer, electronics and technology recycling
- **Redundant processing capabilities** in each geographic market
- **Industry Best Practices verified by the IAER** (International Assoc. of Electronics Recyclers) designating LifeSpan as a Certified Electronics Recycler®

Lincoln Tent was started in 1905 and was purchased by the Miller family in 1971. They design and manufacture tents in their local shop, which allows them to customize any item upon request. Lincoln Tent travels throughout the United States and all over the state of Nebraska with tents that cover a football field to those for small graduation parties. On its third generation, Lincoln Tent is continuously growing and adapting to the changing world and is excited for all their new endeavors, which includes going “green.”

OPPD has earned a growing reputation for protecting and improving the quality of the environment. OPPD operates a number of projects as part of its ongoing efforts to partner with the community in the conservation of resources.

New Division: Sustainable Energy and Environmental Stewardship

In June 2007, OPPD launched a new energy initiative aimed at increasing its emphasis on renewable energy, conservation and concern for the environment. The Sustainable Energy and Environmental Stewardship division has been created to focus on these areas. OPPD President and CEO

Gary Gates said the new division will be focusing their efforts in several key areas: 1) incorporation of environmentally-friendly generating resources into OPPD's power generation mix, 2) promotion of energy efficiency efforts for residential and commercial customers, 3) the potential for internal energy efficiency within OPPD facilities, and 4) the overall environmental impact of all OPPD business operations, which will include continuing ongoing assessments of such activities as recycling, our supply chain, and use of biofuels.

A Leader in Recycling

OPPD continues to be a leader in the area of recycling. OPPD annually recycles approximately 135 thousand tons of fly ash from coal combustion that can be used in road construction projects. In addition, the utility recycles more than 225 tons of paper products annually, as well as discarded lamps and streetlights. From 1999 through 2006, OPPD will have used nearly 64,000 gallons of 100-percent soy diesel in its fleet of trucks.

Additional Efforts

These efforts represent only a part of OPPD's commitment to operate in an environmentally responsible manner, while providing affordable and reliable service. OPPD also uses low-sulfur coal at its two coal-fired generating plants, partners with other utilities to voluntarily reduce carbon monoxide emissions, promotes tree planting and prairie and wetland restoration projects, and continues to explore opportunities to expand their capability through solar, wind, and landfill methane gas electrical power generation. For more information on OPPD's environmental projects, please visit OPPD's web site at <http://www.oppd.com/Education/Environment/index.htm>.

UPCOMING EVENTS

Lincoln Green Drinks

December's Green Drinks will be held on the third Wednesday, the 19th, of December, at Lazlo's Brewery and Grill in the Haymarket, 210 N 7th St. Lincoln, NE. Green Drinks is a wonderful opportunity to meet and network with others interested in the quality of our environment. Green Drinks is scheduled from 5:30 p.m. until late. Walk, cycle, or carpool to the meeting and ask anyone, "Are you green?" and you'll be welcomed! For more information, please view the [Green Drinks Lincoln flyer](#).

WASTE^CAP ACROSS NEBRASKA

Midland Recycling's Environmental Education Center Reaches Out to Largest Number of People Yet

This was the best year ever for the Environmental Education Center (EEC). Since its conception in 2005, the number of events attended and visitors received has risen each year, but 2007 had the highest numbers yet. In comparison to 2006, there were 6 more events and 5,150 more visitors in 2007.

The EEC went to 21 events including venues such as the Nebraska Wesleyan Earth Day Celebration, two elementary schools, the Groundwater Festival, and the 4th of July Celebration in Seward. There were 13,827 visitors total including tours that were given to Cub Scout groups and school children as part of Midland Recycling facility tours.

The EEC was designed to educate Nebraska residents about the importance of environmental stewardship. It is the first of its kind in Nebraska and uses state of the art technology including audio and visual displays to convey messages to the public in regards to environmental issues. Education is a key component to successful environmental stewardship programs and is the strongest tool to help create the behavioral and social changes necessary to improve and protect our environment. The EEC is owned and operated by Midland Recycling with assistance from the Nebraska Department of Environmental Quality. If you are interested in utilizing the EEC for an event, please contact Tonya Bernadt at (402)476-8502.

ELECTRONICS UPDATE

Television Recycling Looks to Manufacturers for Support

With the fast paced change of technology, and the high level of consumers purchasing new televisions in the U.S., the amount of e-waste is growing at massive proportions. In an attempt to boost television recycling and possibly start a trend, Sony is announcing its "TV Take-Back Program". Television manufacturers currently do not play a role in dealing with the waste of old and used television sets. To join the cause by personally asking CEOs of major television manufacturers, or to find out more about the "TV Take-Back Program", please [visit http://takebackmytv.com/](http://takebackmytv.com/).

Source: E-Scrap News

Veolia Environmental Services Develops Recycling Program

Fluorescent lamp recycler, Veolia Environmental Services, has recently announced that customers may participate in a “consistent, convenient, and cost-effective recycling program”. Recyclebulb.com will bring together a wide variety of organizations, from retailers to businesses to manufacturers, into one network to assist in properly and consistently recycling fluorescent bulbs. “We are attempting to bring together the fragmented network of return programs and facilities to create a consistent, cost-effective and national program for recycling compact fluorescent light bulbs (CFL’s),” John McShane, general manager at Veolia ES Technical Solutions, L.L.C. said. The program was implemented due to a lack of steady, proper disposal of bulbs. To learn more about the program, please visit <http://www.recyclebulb.com>.

Source: Recycling Today

Japan Testing New Ethanol Market

The Japanese Ministry of Economy, Trade and Industry (METI) is intending to introduce a new form of technology that would make production of cellulosic ethanol, from products such as wood chips and wood fiber, more cost-efficient. The technology, which has a projected date of 2015, will reduce demand of oil, while dramatically reducing the cost of producing ethanol from cellulosic biomass, which is currently more energy efficient than ethanol produced from corn, but much more costly. In addition to the efforts of making this form of ethanol production more cost-efficient, METI hopes to open up the doorway to other cellulosic materials.

Source: Environmental News Network

IN THE NEWS

Have a Very Green Holiday

Wondering how you can celebrate the season in “green” style? The Nature Conservancy has come out with a list to help you do just that. From holiday dinner, to gift giving, The Nature Conservancy has covered every aspect to make this holiday season a sustainable one!

Tip No. 1: Think global, eat local, and get outside.

- ◇ Try a feast with fresh, local ingredients: For a similar effect without hunting for your own turkey, shop at farmer's markets or in the organic section for environmentally friendly fare that hasn't been packaged and infused with preservatives for maximum shelf-life.
- ◇ Reduce, Reuse, Recycle: Try not to purchase more than you need. Around a third of the food bought during the holidays ends up in the trash. If you do have leftovers, reheat them: you'll use less energy than you would be cooking a new meal. And keep in mind that those Thanksgiving vegetable

scraps are the perfect start for a compost bin.

Tip No. 2: Give a meaningful gift.

- ◇ Consider an "experience" gift: Gift certificates, tickets to an event, or an offer to help a friend clean out a closet don't require any wrapping, and they definitely won't end up in the garbage, unlike that dancing snowman novelty mug that, at the time, seemed so perfect for your wife.
- ◇ Buy something sustainable, organic and environmentally friendly: From fair trade, bird-friendly coffee to organic flowers or local fruit, there's something for everyone. Make a statement with the choice and brand.
- ◇ Give the gift of the great outdoors. Buy someone a pass to state or national parks to help them reconnect to the world around them.

Tip No. 3: Avoid automobiles, and maybe planes and trains too.

The additional traffic on the roads and in the air can be a nightmare for not just travelers, but for the climate as well. Figure out your carbon footprint (<http://www.nature.org/initiatives/climatechange/calculator>) or that of someone you love, and make adjustments where you can.

- ◇ Plan your holiday errands in advance to minimize your time behind the wheel, and use public transportation whenever possible.
- ◇ Offset: If you're going to brave holiday air travel, consider purchasing carbon offsets along with your ticket, helping to minimize the negative environmental effects of flying.
- ◇ Avoid travel if you can: Consider having a local celebration with nearby family, friends, and neighbors.

Tip No. 4: To tree or not to tree?

Many people wonder what's better (or worse) for the environment: real or fake trees. The truth is that both have their downsides: fake trees can be loaded with chemicals, shipped from China and will "live" in landfills for many holidays to come. Real trees can be grown with pesticides on tree farms before they were chopped down and driven across the country to get to your community.

- ◇ Plant your tree: Though it's hardly the same as chopping down the perfect pine, a potted or balled tree (be sure the roots are still attached) can be planted post-holiday, reducing your celebration's carbon footprint. Or make a tradition of decorating one that lives in your backyard.
- ◇ When in doubt, shop local and recycle: If fresh-cut is more your style, try to get it from a local tree farm. Many cities offer tree-recycling programs, turning this winter's Christmas tree into next spring's garden-boosting mulch.
- ◇ Go natural: Cinnamon sticks, pine cones, and the classic popcorn or cranberry garland also are eco-friendly. Get your kids to help decorate. It's more personal, cheaper and less wasteful than buying all those trimmings at the store.

Tip No. 5: Deck the halls with LED (light-emitting diode).

LEDs rely on the same technology that illuminates calculators and watches to emit that holiday glow. Though they cost a bit more than traditional

holiday lights, LED lights last much longer and consume a fraction of the energy, which leads to greater savings for years to come.

- ◇ The U.S. Department of Energy reports that if all conventional incandescent Christmas lights in the country were replaced with LED lights this season, annual energy savings would total two billion kilowatt-hours -- enough energy to power nearly 200,000 homes for an entire year.

Tip No. 6: Wrapping it up.

Ever wonder how many trees died for the mountains of wrapping paper left after the Christmas morning frenzy? Wrapping paper costs you money and generates tons of extra trash. You can recycle the paper or get even more creative:

- ◇ Local young "artists": All that artwork that your kids bring home can be put to excellent use during the holidays. Use it to wrap presents or use brown paper bags that your kids can help decorate.
- ◇ Holiday cards as gift tags: Instead of buying gift tags, use last year's holiday cards. Cut them out in interesting shapes and sizes, and write your "to" and "from" on the flip side.

For more "green" Christmas ideas, visit <http://www.nature.org>.

Anheuser-Busch Closing the Loop

Anheuser-Busch Company has recently launched a series of videos, featuring employees and explaining the company's efforts in reducing, reusing, and recycling. The videos, which can be viewed at <http://www.ourpledge.com>, were launched on America Recycles Day, and highlight key points in the Anheuser-Busch program. The videos share information on the amount of recycling that Anheuser-Busch subsidiary, Anheuser-Busch Recycling Corp., recycles annually, what they are remade into, accomplishments in water conservation, and renewable energy, just to name a few. The St. Louis based company is hoping to get the word out on their strong efforts in sustainability.

Source: Recycling Today

Recycling Made Easy

The British Retail Consortium and the Waste and Resources Action Programme (WRAP) are currently developing a new standard on recycling logos, making them more user friendly for consumers. The new system would consist of three symbols, one for widely recyclable, one for check locally, and one for not currently recycled. WRAP is proposing the system in hopes to end frustration, and promote everyday recycling to consumers. The labels are expected to be put into use in 2008.

Source: Environmental News Network

MARKET CORNER

	December – Chicago Region
Mixed Paper	\$80-85 (0)
Boxboard Cuttings	\$90-95 (0)
News	\$\$70-75 (0)
OCC	\$100-110 (0)
SOP	\$185-195 (+20)
Sorted White Ledger	\$290-300 (0)

Material Abbreviations:

OCC: Old Corrugated Cardboard

SOP: Sorted Office Paper

Source: Official Board Markets