



RECYCLING NEWS



* Fall 2002 *

DNR Recycling Draft Rules Submitted to Legislature for Consideration

In July, the Department submitted final drafts of the two proposed recycling rules to the Natural Resources Board (NRB) for adoption. The rules presented for consideration were the Recycling Efficiency Incentives (REI) Grants and the pilot program for an alternative method of compliance (Pilot). The NRB, at their August 14, 2002 meeting, voted to adopt the Pilot rule as presented in the most recent Green Sheet. The NRB voted to adopt the REI Grants rule with modifications, as were presented by department staff during the meeting. These modifications made it possible for consolidations or cooperative agreements entered into by an RU any time before February 28, 2003, to make an RU eligible for REI Grant funding in the first grant year. The need for this improvement was brought to the attention of department staff by RU staff after the Green Sheet had been distributed but before the NRB meeting on August 14th.

The final drafts presented by the Department to the NRB included recommendations submitted during the public hearing process. The draft rules and a summary of modifications as a result of public hearings are available on the Recycling web page (see "contact" information below).

As scheduled, the Department held a total of 13 public hearings at 7 locations throughout Wisconsin on June 13, 2002. The department was able to hold seven hearings simultaneously at noon through video conferencing, and another six

hearings simultaneously at 6:30 pm. Comments were received orally at the meetings as well as in written format.

Department responses to public comments were published in the Responsiveness Summary in the rules Green Sheet package submitted to the NRB.

The department submitted the rules to the Legislature before August 31, 2002. The Legislature then has 37 days to review the rules and decide if they would like to hold public hearings of their own. Presuming that the Legislature finds no problems with both rules, we anticipate Responsible Units will receive notification of the application process for the efficiency incentive grants and the Pilot program for alternative compliance in mid-January 2003, with an application submittal postmark deadline of March 1, 2003, for both programs.

Responsible Units considering application to either program are strongly urged to review the rule language and to contact the Regional Waste Management Staff with any questions they have concerning eligibility or program operation. As with any new program, we anticipate that there will be a number of



questions on program implementation not specifically addressed in the rule language, and we would like to get a head start on addressing these before applications are sent out. We are planning to post responses to frequently asked questions on our web site – but need your questions to put this list together!

Contacts for Additional Information:

Your DNR regional waste management or recycling staff member

Central Office:

Cynthia Moore, Recycling Team Leader (608-267-7550)

Sheila Henneger, Grants Administration (608-266-9426)

Website: www.dnr.state.wi.us/org/aw/wm/recycle/proposedrecyclingrules.org 

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Surveys Show Continued Strength, Emerging Challenges for Residential Recycling

As part of its commitment to monitor the effectiveness of Wisconsin's recycling program, the Department of Natural Resources commissioned two studies: *2002 Household Recycling Phone Survey* conducted by the University of Wisconsin Survey Research Center and the *Wisconsin Waste Characterization and Management Study for 2000* conducted by Franklin Associates, LTD. Both were designed to complement similar recycling studies conducted in the 1990s.

Continued Strength

The *Wisconsin Waste Characterization and Management Study* shows that municipal solid waste (MSW) generation (in tons) increased 12% between 1995 and 2000, while MSW recovery for recycling (in tons) increased 10%. Wisconsin's overall recycling rate (tons recycled ÷ tons generated) was 33% — down slightly from 33.75% in 1995. An increase in residential recycling offset a larger decrease in commercial recycling. The single family residential recycling rate was 32% (up from 28% in 1995); the multi-family rate was 14% (down from 15%); and the commercial rate was 36% (down from 42%). Wisconsin's overall rate compares favorably with the national average of 30%.

The *Household Survey* shows that recycling continues to be enormously successful and popular with Wisconsin residents. Household commitment to recycling remains high (3.6 on a 4.0 scale) and households find their efforts are worthwhile (3.5 on a 4.0 scale). Residents still strongly favor the Recycling Law (4.4 on a 5.0 scale); only 3% of the respondents oppose it.



Emerging Challenges

Though residential recycling appears to be doing well, additional information from the *Household Survey* indicates that residential recycling may not be as universally embraced as it was a few years ago. In 2002, 94% of Wisconsin households say they were recycling at least some portion of their trash. That's still an impressive show of support, but it is down from 98% in 1998. The *Household Survey* and *Wisconsin Waste Characterization and Management Study* will soon be available on web publication links www.dnr.state.wi.us/org/aw/wm/publications.

Why is this happening? Our surveys show that the two ingredients to successful residential recycling are developing community programs and informing people about how to participate in them. Where communities have built recycling programs and educated people about them, Wisconsin residents recycle.

In 2002, 95% of households that reported being served by a community recycling program recycle, while among those that do not report being served only 71% recycle. Since all communities, or Responsible Units (RUs), have recycling programs, many of the residents who don't recycle may not know about their local program.

Nearly half (45%) of all households claim to have received information about their local recycling program within the last 6 months. But, a third (33%) of households say they have not received recycling information in more than 1 year. Also, only 56% of the residents living in facilities with 5 or more units reported receiving recycling information from their landlord. Though RUs and landlords may be communicating with their residents, some residents are not getting the message.

Obviously, RUs and their partners have done a great job setting up recycling programs and informing their residents during the "start-up" phase — our success confirms this. Now, RUs should evaluate their ongoing communications efforts to make sure all residents are aware of their recycling responsibilities. ♻️

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If you have any questions, please
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Department of Interior, Washington,
D.C. 20240.*

*This publication is available in
alternative format (large print,
Braille, audio tape etc.) upon
request. Please call 608/266-2111
for more information.*

Re-invigorating Communications

We've come a long way since the Recycling Law was passed in 1990. Responsible Units (RUs) have set up excellent recycling programs; Wisconsin residents have embraced recycling; and we have one of the highest recycling rates in the country. We all should be very proud of our accomplishments. Now we are entering the "maintenance phase" of recycling, and the enthusiasm of the start-up phase is behind us. As indicated in the previous article, participation in recycling may be declining, and we need to "rev" it up.



Many of you may remember, and even still use, the *Building Recycling Success: Tools to Educate and Inform* handbook the DNR distributed in 1992. It's tan with green lettering — all RUs got one. You used this guide to help you plan and implement your communication and education strategy for recycling. Now it's time to dig it out and dust it off. If you can't find your copy, order one using the publication order form in this newsletter. Update your communication plan and try some new tactics. Look at the sections on "Continuing Efforts", "Evaluation", and "Trouble Shooting Stickers". These will help get you started.

The "Trouble Shooting Stickers" (on page 20 of *Designing Communication Tools*) may be a very useful tool at this stage of your program. Some residents, especially those who are new

to the community, may need to be reminded what they're doing wrong at the time they make a mistake. The sticker is left at the residence (sometimes on the bag or bin) when the hauler discovers an infraction. This is a relatively inexpensive tool that many RUs have used successfully to improve compliance and reduce contamination. It is often the first step in an enforcement action.

Here are some other communication tools* you can use along with information on how successfully they have been implemented.

Feedback Sign

At Mankato State University in Minnesota, signs were placed above aluminum can receptacles showing how many cans had been deposited in the receptacle during the previous week.

The posting of the signs resulted in a 65% increase in the number of aluminum cans deposited.

[Note: This could be done using weights instead of number of cans. Feedback could also be given in the mailers or flyers that RUs often include in tax bills.]

Curbside Door Hanger Feedback

In 1993, households in LaVerne, California were provided with four weeks of weekly feedback on the average quantity of recyclables collected per participating household in their neighborhood and on the percentage of households participating in the program.

The residents who received the feedback increased the amount of material they recycled by 19% by volume compared to a control group that received no outreach at all. This increase was observed during the period in which feedback was provided, but also for four weeks after the feedback ended.

Outreach Volunteer

Outreach volunteers in Claremont, California provided non-recycling neighbors with a recycling information sheet and orange net recycling bags (the equivalent of our recycling bins) and verbally explained how important recycling was and how easy it was to recycle in the city's program. Furthermore, they handed each householder a persuasive written appeal to recycle.

Over a ten week period following the contact by the outreach volunteer, 58% of the former non-recycling households recycled at least once, and 28% recycled every week. For comparison, information sheets, bags and persuasive appeals were simply dropped off at the doors of another group of non-recyclers. Of this group, 38% recycled at least once during the follow up measurement period and 12% recycled every week.

Commitment

The Commitment Strategy was used to increase the amount of newspaper recycled in a suburban neighborhood in Portland, Oregon. A group of residents was contacted in person by the researcher, who provided them with recycling information and then asked them to sign a commitment statement that read, "In the interest of conservation, I commit my household to participating in this newspaper recycling project for two weeks."

The group that made a written commitment recycled 253% more than another group that simply had information dropped off at their door. Furthermore, the group that had made a written commitment continued to recycle more than the information-only group even after being informed that their commitment to the project was over. ♻️

*The Massachusetts Department of Environmental Protection funded several studies on "Increasing Recycling Participation Using Community-Based Social Marketing". Contact Jan Aceti, Director of the Community-Based Social Marketing Project of Massachusetts at 781-646-4593 or j.aceti@worldnet.att.net for more information on the studies and the use of these communication strategies.

Statewide Study of Municipal Solid Waste Launched August 19

Researchers have begun the first statewide study to determine the composition of municipal solid waste (MSW) generated by Wisconsin residents and businesses. The Department of Natural Resources' Bureau of Waste Management has contracted with Cascadia Consulting Group of Seattle, WA, to conduct the study.

Wishing to build on the success of current recycling efforts in Wisconsin, the study will provide information to measure the current program's success, and to help prioritize future opportunities. Also, the study will set down baseline data

for 2002 so that future studies can reliably measure additional progress.

The study is being conducted at fourteen landfills and associated transfer stations across the state. These sites handle about 78 percent of Wisconsin-generated municipal solid waste. A team of four researchers is collecting 400 samples from trucks depositing their loads at these sites, and is sorting the material into one of 63 material categories. The samples are weighed and recorded, and the data will be analyzed by the consultant's technical staff. The field work began on August 19 and is expected to be completed on December 10.

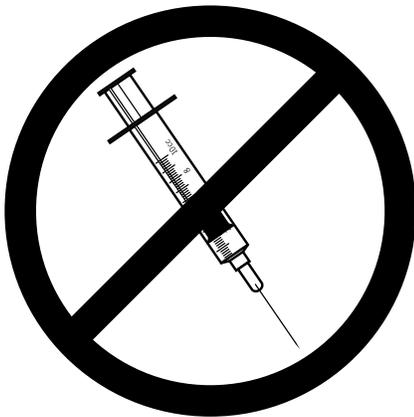
Material categories were selected to incorporate the following areas of focus:

- * materials banned from Wisconsin landfills
- * materials with potential for recycling or product stewardship
- * solid waste issue by volume or hazard
- * maintain comparability with studies in other states

Construction and Demolition materials are one area targeted for scrutiny.

Results from the \$150,000 study, funded by the state's segregated recycling fund, are expected to be released in summer 2003.

Please Help Keep Needles out of Trash and Recyclables!



Dear Responsible Unit:

By now most of you are aware of the problems that can be posed by needles in your community's trash and recyclables. While Wisconsin's infectious waste regulations require that individuals manage needles separately from trash and recyclables, needles continue to find their way into the waste stream. Down the line, or maybe even at your own local drop-off center, persons

handling bags of trash may get exposed to needle stick injuries. Persons cleaning landfill equipment or wastewater plant screens can be affected. Workers sorting recyclables at material recovery facilities are especially vulnerable.

Imagine the stress exposed waste workers and their families must suffer while they wait for the results of medical tests to determine whether they have been infected, and if they have, with what agent. Most results do not indicate infection, but the wait is long and frightening. Over the past several years, Wisconsin has worked with statewide diabetic and other medical and veterinarian associations to help get the word out on proper needle disposal. Wisconsin has also developed a statewide list of registered sharps collections stations, usually pharmacies and clinics, that offer needle disposal.

What can you do? **Right now, just reminding folks in your newsletters to keep needles out of trash and recyclables would be helpful.**

Also, if you manage a drop-off center, posting simple signage with that message will create much needed awareness. Persons should also be reminded to collect their needles in rigid containers and consult the Department of Natural Resources for outlets: Those interested may use the website www.dnr.state.wi.us/org/aw/wm/publications/medinf or call (608)266-2111 or a DNR waste management specialist in that person's area. Individuals should also contact their medical providers for information. Physicians and clinics may accept sharps from their patients without registering as collection stations.



Council on Recycling

Task Force on the Recycling of Computers and Other Electronics

In December of 1999 the Council on Recycling set up a task force to look into the recycling of computers and other electronics. The Council on Recycling's Task Force on Recycling Computers and Other Electronics (TF) met 12 times over the next 19 months. Committees assigned by the TF held additional meetings. The TF was composed of a number of interested parties, including representatives of state government, local governments, industry, business, trade groups and environmental organizations. Participation in the group was voluntary and members determined their own level of participation. Many interested groups merely kept abreast of developments through the TF e-mail notes.

The TF finished its work and reported to the Council in July, 2002. The TF suggested that the Council concentrate on computers, computer peripherals (monitors, keyboards, printers, etc.) and televisions. The Task Force was able to make several determinations about the state of electronics recycling in Wisconsin. The determinations are highlighted below:

The electronics listed above are present in Wisconsin in high quantities estimated at:

- 1.9 million computer systems and
- 5.2 million TV's

The electronics contain hazardous materials, such as lead, mercury, hexavalent chromium, and brominated fire retardants. The environmental problems associated with these materials are well known.

Over 20 states introduced legislation during the last two years on this topic and two states prohibit disposal of CRT's through landfill bans. Many European countries have laws regarding the disposal of electronics.

Local communities do not want to be responsible for picking up these materials. They do not want to pay for the costs associated with recycling these materials nor do they want the possible liability associated with having these materials in their landfills or have CRT's break during collection/transportation.

The infrastructure in this area is young but electronic recycling businesses contacted were confident that they could ramp up in a relatively short time period in response to an increase in demand.

The supply infrastructure in the state is haphazard. It depends on localized, periodic collection events (such as clean sweeps or 'round-ups') rather than having a relatively stable source of material

There are no significant regulatory barriers to recycling. The DNR has developed guidance encouraging waste computer recycling that protects the environment while reducing the regulatory burden of managing waste computers. The TF felt that a regulation banning electronics from the landfill would be a positive step.

More information available on the new Council on Recycling website
www.dnr.state.wi.us/org/aw/wm/recycle.



The Task Force report had 5 recommendations:

- 1) Establish a financing system that shifts responsibility of collection, recycling and disposal of electronics from the taxpayer and local governments to manufacturers and consumers
- 2) Enact a landfill ban on electronics
- 3) Establish a program to ensure proper end-of-life disposal of electronics
- 4) Develop state procurement guidelines
- 5) Apply for an EPA grant to do a more in-depth study of the scope of the problem.

The Council began discussion of the report at their September meeting but did not finalize any action. The Council should finalize their recommendation at their November 13, 2002, meeting.



New Stormwater Rule Language

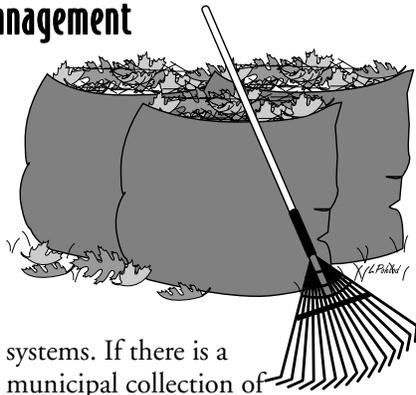
Includes Leaf and Grass Clipping Management

A new DNR rule on stormwater management has caused confusion among municipalities in Wisconsin. The new rule package is intended to lessen the non-point runoff loading of the state's lakes and rivers but it does NOT require municipalities to collect private homeowner's leaves and grass clippings.

Section NR 151.13 requires that municipalities implement a public education program using informational materials for the beneficial on-site reuse of leaves and grass clippings for "any incorporated municipality with an average density of 1,000 people per square mile or greater," based on the latest census. The program must include the proper use of lawn and garden fertilizers and pesticides, proper management of pet wastes and prevention of oil dumping and disposing of chemicals in storm sewers. It also includes any commercial and industrial areas contiguous to those areas.

The intent of the new rule is for municipalities to provide information to homeowners to lead them to change their habits to better manage their leaves and grass clippings on their own property. This would help municipalities because municipalities would not have to expend extra effort and expense to deal with the problem, saving the taxpayers money.

There are simple ways for homeowners to manage and reuse grass and leaves on their property. Mulching lawnmowers can be used to shred grass clippings back into the lawn to enrich the soil. Leaves may be used as mulch for landscaping purposes or leaves can be composted and later incorporated into a garden. These practices reduce municipal efforts to collect and manage the leaves and also help to keep the leaves from entering storm sewer



systems. If there is a municipal collection of leaves, leaf piles should not be placed on roadways that drain to storm sewers while awaiting pickup. Collection efforts should be done in a manner to minimize leaves getting into storm sewer systems. Storm sewer systems send runoff that is polluted with leaves and other pollutants into lakes and streams. The goal is to keep leaves and other pollutants from ever getting into the storm sewers.

All this is to be done and in place by March 10, 2008. It's expected that the municipalities will be able to achieve a 20 percent reduction of pollutants by municipal street sweeping, regular catch basin cleaning, de-icer management and education to change human behavior toward reducing pollution.

Illegal Open Burning of Solid Waste

The use of "burn barrels" and "burn piles" is a common sight throughout rural areas in Wisconsin. Burning garbage has been part of Wisconsin's history and culture. Thirty years ago, we had many open dumps in Wisconsin where open burning of trash was an accepted daily practice. Since then, we've closed all the open dumps, built modern engineered landfills, developed our nationally-recognized recycling program and seen waste collection services grow to the point

that they are now available statewide. During that same time the volume of waste that we generate has increased dramatically and the makeup of the waste has changed. Our waste streams now contain more plastic and other synthetic materials that are unsafe to burn. Many of our old timers will argue that they've been "doing it for as long as they can remember" and they've never had any problems. But we'd pose the question to them – when you were younger, how much of what you burned included plastics and other materials that contain chemicals?

Illegal open burning of solid wastes is a major environmental problem in Wisconsin. Typical emissions can include ash particles, furans, halogenated hydrocarbons, carbon monoxide, lead, barium, chromium, cadmium, carbon dioxide, sulfur dioxide, arsenic or mercury. When these are released, they effect the environment around them for many miles. Many of these contaminants are persistent in the environment and accumulate over time, and can result in build up of contaminants on plants and in the soil. It is one of our largest sources of dioxin emissions, a chemical known to be a potent carcinogen. Illegal open burning is also the number one cause of citizen complaints to the Department on air pollution matters. Ash particles and air contaminants can trigger asthma and allergy attacks and aggravate other respiratory ailments. Debris burning is also the leading cause of wildfire in the state.

We encourage everyone to spread the word and encourage their neighbors to manage their trash and their recyclables properly. Please remember that recyclable materials must be recycled, not burned. We urge you to address this issue whenever and wherever you can. Many resources are available on the DNR web site at: www.dnr.state.wi.us/org/caer/ce/ob. These documents can be copied and distributed as needed.

Wisconsin Recycling Markets Directory Updated

The 2002 version of the Wisconsin Recycling Markets Directory (WRMD) is now on-line. The directory lists markets for 15 types of materials (batteries, bulbs, construction and demolition debris, computers and electronics, glass, industrial materials, metals, motor vehicle items, organics, pallets, paper, plastics, precious metals, reuse items, and others.) There are 151 categories within the 15 material groups covering everything from ABS plastic to yard and garden trimmings.

Although hard copies of the directory are no longer available, the web-based directory is updated each year in the spring when companies are contacted to make sure their information is still current. (Companies that contact the directory during the year will be added periodically as

well). The directory provides contact information for almost 300 companies that provide markets for materials generated in Wisconsin. The advanced search capabilities allow users to search for a specific material or category of material by zip code or by city. Internet Explorer 5.0 or Netscape 6.0 is required for the advanced search functions.

The site also contains links to web resources that provide additional information on recycling markets. The site can be accessed at www.dnr.state.wi.us/org/aw/wm/Markets/category.html or you can go to the DNR home page (www.dnr.state.wi.us) and choose the Wisconsin Recycling Markets Directory from the list of hot topics near the bottom of the page.



If you are aware of a company that should be listed in the markets directory, please contact John Hendren at wrmd@dnr.state.wi.us or have the company fill out the survey on the WRMD main page. New information is added to the directory throughout the year, so be sure to check back often.

The Eco-Experience - An Exciting Recycling Education Pilot Program

Here is an opportunity to increase recycling education opportunities in Wisconsin middle schools. The curriculum contains some excellent "eco-solutions" cooperative problem solving activities. Besides learning more about recycling and closing the recycling loop, schools have the opportunity to enter an essay and poster contest and win prizes for their school. Please share this information with middle schools in your community.

In an effort to reinvigorate recycling among families with children, *The Eco-Experience*, a breakthrough recycling education pilot program, is being offered to 500 middle school classrooms in Indiana, Minnesota and Wisconsin.

Young people are always curious about the final destination of

recycled materials and the reasons for recycling; they are also a group that can help to considerably increase recycling efforts everyday. *The Eco-Experience*, a Recycling Education Program from Pepsi-Cola and Wellman's *EcoSpun* demonstrates what happens to some of the most recyclable products middle school children confront each day and how students can do their part to keep their friends, families and communities recycling. *The Eco-Experience* covers:

- * Recycling awareness and positive recycling habits for today's youth
- * Reducing the amount of waste produced
- * What happens to recycled goods
- * "Closing the loop" by buying recycled products

All classrooms that register for this free program receive a tote bag made from *EcoSpun*; the revolutionary fiber made from 100% recycled plastic (PET) soda pop and water bottles. Each *Eco-Experience* tote contains a wide array of materials for students, including: a comprehensive teaching guide; an educational video (turning PET into consumer goods and fashions); a touch and feel educational board for PET processing; and an entry package for the *Eco-Experience* poster and essay contest.

For more information on *The Eco-Experience*, please contact:

Carrie Waible, Coordinator
The Eco-Experience
T: 877.907.2889 (toll free)
E: eco@savvypartnersinc.com

DNR Regional Recycling Contacts as of 10/02

Here is an updated list of DNR staff contacts for waste reduction and recycling along with the counties for which they are responsible. Please feel free to call with questions or to introduce yourself.

Regional Recycling Contact	Region Address	Counties Served
Marcy McGrath 920/492-5593 e-mail Amy.McGrath@dnr.state.wi.us fax 920/492-5859	Northeast Region P.O. Box 10448 1298 Lombardi Ave. Green Bay, WI 54307-0448	Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Waupaca, Waushara, Winnebago
Paul Wiegner 715/839-5171 e-mail Paul.Wiegner@dnr.state.wi.us fax 715/839-6076	West Central Region P.O. Box 4001 1300 Clairemont Ave Eau Claire, WI 54701	Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, Juneau, La Crosse, Monroe, Pepin, Pierce, St. Croix, Trempealeau, Vernon, Wood
Deb Pingel 715/359-4531 e-mail Deb.Pingel@dnr.state.wi.us fax 715/355-5253	West Central Region 5301 Rib Mountain Dr. Wausau, WI 54401	Adams, Marathon, Portage
Jessica Maloney 608/275-3298 e-mail Jessica.Maloney@dnr.state.wi.us fax 608/275-3338	South Central Region 3911 Fish Hatchery Road Fitchburg, WI 53711	Dane
Cynthia K. English 608/275-3240 e-mail Cynthia.English@dnr.state.wi.us fax 608/275-3338	South Central Region 3911 Fish Hatchery Road Fitchburg, WI 53711	Green, Rock
Sherry Otto 715/365-8982 e-mail Sherry.Otto@dnr.state.wi.us fax 715/365-8932	Northern Region 107 Sutliff Ave Rhinelander, WI 54501	Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, Taylor, Vilas
Robert Germer 715/635-4060 e-mail Robert.Germer@dnr.state.wi.us fax 715/635-4105	Northern Region 810 W. Maple St Spooner, WI 54801	Ashland, Barron, Bayfield, Burnett, Douglas, Iron, Polk, Price, Rusk, Sawyer, Taylor, Washburn
Barb Palecek 920/387-7870 e-mail Barb.Palecek@dnr.state.wi.us Fax 920/387-7888	South Central Region N7725 Hwy 28 Horicon, WI 53032	Columbia, Dodge, Jefferson
James L. Bakken 608/935-1924 e-mail James.Bakken@dnr.state.wi.us fax 608/935-9652	South Central Region 1500 N. Johns St. Dodgeville, WI 53533	Grant, Iowa, Lafayette, Richland, Sauk
Vacant	Southeast Region P.O. Box 12436 Milwaukee, WI 53212	Milwaukee, Ozaukee, Racine, Sheboygan, Washington
Kendra Kennell 262/574-2141 e-mail Kendra.Kennell@dnr.state.wi.us fax 262/574-2117	Southeast Region 407 Pilot Court, Ste 100 Waukesha, WI 53188	Kenosha, Walworth, Waukesha

Publications - Fall 2002

The DNR provides free publications covering a variety of waste reduction and recycling topics. If you would like copies of any of the publications summarized in the Recycling News, please provide the information requested below and mail the folded form to DNR recycling Publications- WA/3. (Address on reverse)

- Withhold personal information collected on this form from disclosure on any list of 10 or more individuals that the DNR is requested to provide to another person. [s. 23.45(2) and (3)].*

Your Name: _____ Phone: _____

Organization Name: _____

Address: _____ City/State: _____ Zip: _____

Please indicate how many copies of each publication you wish to receive (note the maximum quantity allowed)

___ *Building Recycling Success: Tools to Educate and Inform. IE-150 (max 1/RU)*

___ *Recycling Facts & Figures CE-163. (max 10) Revised with updated statistics using Franklin Associates, LTD, studies for 2000.*

___ *Waste Reduction and Recycling Publication request form, 8500-148 (max 10)*

Businesses Need Help. Here are some publication you can give them:

___  *Waste Reduction and Recycling: A Guide for Owners of Apartments and Other Multi-family Dwellings CE-284 (max 200)*

___  *A Tenant's Guide to Recycling and Waste Reduction, CO-070b*

___ *A Tenants Guide to Recycling and Waste Reduction, Spanish C)-070c*

___  *Managing Used Computers, WA-420*

___  *Waste Reduction and Recycling in the Workplace, CE-278*

___  *Greening the Lodging Industry, CE-279*

___  *Recycling and Waste Reduction at Convenience Stores, CE-280*

___  *Special Events: Recycling and Waste Management, CE-281*

___  *Recycling and Waste Reduction in the Restaurant Industry, CE-282*

___ *Production and Reduction: Build a Better Business for a Better Tomorrow. Poster CE-283 (max 200). Order yours now for delivery in December.*

 *Available on the DNR's website at: <http://www.dnr.state.wi.us/org/aw/wm/publications>*

*Place
Postage
Here*

**DNR Recycling Publications - WA/3
P.O. Box 7921
Madison, WI 53707-7921**

Recycled Newsprint Content: 2001 Reporting Cycle



In 2001, 58 Wisconsin central printers and individual publishers reported using 199,364 tons of newsprint. Of that total, 71,913 tons were post-consumer recycled fiber. This represents an eight percent decrease (-6,400 tons) in recycled fiber compared to 2000. On average, newsprint used in Wisconsin contained 42.87 percent post-consumer recycled fiber, exceeding state standards by over five percentage points. Thirteen publishers did not meet the minimum standards; twelve of these paid fees and one was granted a waiver.

Newsprint Annual Report - 2001 Report Summary

	Central Printers*	Individual Publishers	Totals
Number reporting	44	14	58
Tons of newsprint purchased	118,267.84	81,096.14	199,364.26
Tons of post-consumer recycled fiber	39,474.42	32,439.08	71,913.50
Average post-consumer recycled content	44.08	39.06	42.87
Number not meeting requirement	8	5	13

*Central printers reported for more than 300 publishers around the state in 2001.

Annual Comparisons (1992, 1995, 2000, 2001)

	1992	1995	2000	2001
Mandated post-consumer recycled content	10%	25%	33%	37%
Average post-consumer recycled content	23.4%	27.3%	45.48%	42.87%
Tons of newsprint purchased	167,000	189,729	186,698	199,364
Tons post-consumer recycled fiber	39,131	51,852	78,313	71,913
Highest post-consumer recycled content	100%	91%	100%	100%
Lowest post-consumer recycled content	0%	0%	25.26%	11.40
Number not meeting requirement	2	26	5	13

Gansluckner New AROW Director

The Associated Recyclers of Wisconsin (AROW) have contracted with WasteWise Environmental, Inc., to hire Troy Gansluckner as their new Executive Director. Gansluckner's background in the recycling field includes six years as the Solid Waste Administrator for Pierce County and as the Recycling Specialist for St. Croix County. He also worked on hazardous waste and recycling projects at the Goodhue County, MN, MRF. *Gansluckner began working for AROW of August 1, 2002.*

Recycling Funds to Help CWD Effort Will Have No Impact on Grants

On October 10, 2002 the Joint Finance Committee approved DNR's request to release \$2 million in funding for CWD. Joint Finance directed that the money be made up of \$1 million from the Wildlife Damage Fund and \$1 million from the Recycling Fund. We have received several calls this past week expressing concern that the withdrawal of \$1 million from the

Recycling Fund will impact the department's ability to distribute the money appropriated for the 2003 grants to Responsible Units. This change did not affect the appropriation for Recycling Grants. The department anticipates awarding the full amount appropriated for the 2003 grant year cycle (\$24.5 million to RUs and \$1.9 million in Recycling Efficiency Incentive Grants).

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