



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Summer, 2009  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## Fight Litter and Recycle for Cleaner Waterways

Have you ever seen litter in the street and heard a nearby person say that “someone ought to do something about that”? You may have uttered these very words yourself or at least had this thought run through your mind at one time or another. It is far easier to say or think this than to do something about it, but it does not have to be that way. Litter, much of which is recyclable, quickly finds its way to the street’s stormwater drains (sewers) which lead to a series of underground pipes. These pipes lead to an outfall pipe that flows into a local waterway. It does not take long for that litter to find its way into a nearby river or even the ocean. In those instances where the grate on the storm drain prevents litter from going down the drain, the grate will soon be clogged with plastic bottles, aluminum cans, yard waste and other waste materials. This is not only unsightly, but prevents the drain from doing its job properly.

So, what can be done to help stop litter from going down the drain and eventually into our waterways? You can organize a litter collection program in your neighborhood or business locale or unofficially adopt a stretch of road near your home or business and make sure that the stormwater drains are clear of litter and other waste materials that may be clogging up the works or soon to be headed down the drain. Of course, be sure to recycle as much of this waste as possible. It is as simple as that. By taking such steps, individuals will not only help to keep their neighborhoods and our waterways clean, but will return valuable recyclable materials to the marketplace where they can be

utilized again by the manufacturing sector. This in turn conserves natural resources, saves energy and reduces greenhouse gas generation. Someone ought to do something about that, and that someone is all of us!

## Did You Know...

- Sears now sells men’s suits made from recycled plastic soda bottles! The suits are sold under the company’s Covington Perfect brand and are made with wool and about 25 two-liter PET bottles per suit.
- The Rechargeable Battery Recycling Corporation’s “Call2Recycle” program is a free and easy way to recycle old cell phones and rechargeable batteries from cordless electronic products. Visit [www.call2recycle.org](http://www.call2recycle.org) for more details.
- Payless Shoes recently launched an eco-friendly brand of shoes called Zoe & Zac. The shoes (for women and girls) are made with natural hemp, organic cotton and recycled rubber outsoles. They come packaged in 100% recycled content shoe boxes printed with soy based inks.
- The Newark Group-Recycled Fibers Division now offers a program that allows businesses to layer various source separated recyclable materials in what the company calls a “Sustain-A-Bale.” Call 973-465-3900 for additional information.
- Your ReSource, a nonprofit organization based in Ewing, New Jersey, operates a program called “C.A.R.E. (Community Access to Rehabilitation Equipment). Through this program, donated durable medical equipment, such as crutches and wheelchairs, is provided to those with limited financial resources. To donate or learn more about the program, call 609-530-1513 or visit [www.yourresourcenj.org](http://www.yourresourcenj.org).

## Big Cities Lead the Way With Big Ideas

While Venice, Italy is known for its canals and San Francisco, California for its incredibly hilly streets, both are now also drawing attention for their innovative ideas in waste management. In particular, Venice's waste reduction program aimed at water bottle generation and San Francisco's residential composting program are both in the news and leading the way for others.

Solid waste and recycling collection are difficult and expensive in Venice since there are no roads, just canals. As such, waste reduction ideas are being pursued to reduce the amount of waste material that needs to be managed. Since Italians are the leading consumers of bottled water in the world, it made sense for government officials to focus on plastic water bottle generation. The goal of their program – to get residents to drink tap water instead of bottled water – is simple; however, the strategy utilized is very creative. To achieve this goal, city officials embarked on an advertising campaign wherein they invented a brand name for Venice's tap water – “Acqua Veritas” – created an eye-catching logo and featured it on carafes that were distributed free to households. The campaign includes the use of billboards featuring the mayor drinking Venice's tap water. The campaign has been deemed a success since it has already reduced plastic trash generation by nearly 10% in the first year of the program.

San Francisco, which already has an aggressive and successful recycling program, recently announced that their program will now include mandatory composting for both the residential and commercial sectors. The city is the first in the nation to institute mandatory composting. Under the revised program, residents will be issued three bins – one for trash, one for recyclables and one for compostables. Strict fines for non-compliance are also included in the new composting ordinance. The organic material that is composted will be used to enrich the soil of nearby vineyards in Napa and Sonoma Counties.

## New Meadowlands Stadium Going Green

While the stadium will be “green”, it will not be a tribute to the color scheme of the New York Jets who will share the stadium with the New York Giants, but to the environment. As part of an agreement reached between the United States Environmental Protection Agency and the New Meadowlands Stadium Company, environmentally-friendly building materials and practices will be used in the construction of the new stadium, including recycled content steel and recycled content plastic seats. The agreement also calls for the recycling of at least 75% of the construction waste generated during the project and the recycling of demolition debris generated from the razing of the old Giants Stadium. Other green strategies will be implemented to reduce water consumption and increase energy efficiency at the stadium. The new stadium will open in the fall of 2010.

## Cut It and Leave It!

Lawn mowing season is in full swing once again and so it is important to remember that yard waste generation can be greatly reduced by leaving grass clippings on the lawn when mowing rather than bagging them. This practice also saves time and money since less fertilizer is needed when clippings are left on the lawn. In those cases where heavy rain promotes excessive growth or a mowing is missed, consider double mowing – mow the top third of the blade and then come back in a day or two and mow again – or collect the clippings and use them in the garden as mulch to keep weeds from growing. For more information, visit the following NJDEP weblink: <http://www.nj.gov/dep/dshw/recycling/brochures/recycling%20brochures/grass.pdf>.

*New Jersey WasteWise Business Network*  
Albert Fralinger, Public Service Enterprise Group - Co-Chair,  
856-224-1638 or [Albert.Fralinger@pseg.com](mailto:Albert.Fralinger@pseg.com)  
Steven Rinaldi, NJDEP, Bureau of Recycling and Planning –  
Co-Chair, 609-984-3438 or [Steven.Rinaldi@dep.state.nj.us](mailto:Steven.Rinaldi@dep.state.nj.us)  
Editor: Steven Rinaldi - Printed on Recycled Paper  
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[www.epa.gov/wastewise](http://www.epa.gov/wastewise)